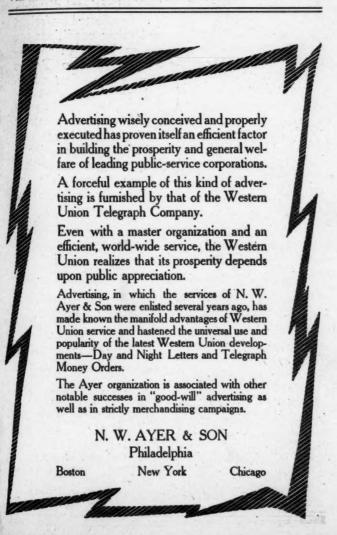
## PRINTERS' INK

A JOURNAL FOR ADVERTISERS
12 West 81st Street, New York City

Vol. LXXXVI

New York, February 12, 1914

No. 7



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## Time and Temperature

February 5, 1914 St. Paul, Minn., Temperature 14 Cincinnati, Ohio 36 46 Phœnix, Ariz. 62 Abilene, Texas

Which temperature encourages the sales of your goods, gentlemen?

Should you be pushing hard in St. Paul and letting up a bit in Abilene? Or does the reverse fit your case?

How are you to profit by the variegated weather conditions of America if your campaign must cover all sections at once?

Of course there are s o m e manufacturers whose goods are always seasonable and whose distribution is national. To those manufacturers Standard Farm Papers offer the greatest national farm circulation at the lowest rate per thousand. Important enough!

To manufacturers affected by weather or lacking national distribution or affected by freight and other conditions—to the majority, in short-Standard Farm Papers offer the efficient advertising medium.

Because, being state or sectional mediums, they offer the opportunity to select the proper sections at the proper time and cover in the proper way.



TRADE MARK OF QUALITY

### Standard Farm Papers

Kansas Farmer Progressive Farmer Missouri Farmer The Wisconsin Agriculturist Farm The Wisconsin Agricultu Indians Farmer The Farmer, St. Paul Oklahoma Farm Journal The Ohio Farmer The Michigan Farmer Prairie Farmer Pennsylvania Farmer Pennsylvania Farmer The Bracker's Genetic March Pracker's Genetic Pennsylvania Parmer Papers of

Known Value The Breeder's Gazette Hoard's Dairyman Wallaces' Farmer

Wallace C. Richardson, Inc., Eastern Representatives, 41 Park Row, New York City.

George W. Herbert, Inc., Western Representatives, 119 W. Madison St., (Advertising Bldg.), Chicago.

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## PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893. VOL. LXXXVI NEW YORK, FEBRUARY 12, 1914 No. 7

## Winning Out against Adverse Conditions

By C. A. Stein

HE editor of PRINTERS' INK has asked me to describe how the manufacturers of firearms and ammunition have managed to expand their market in the face of influences that seem to restrict that market more and more.

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The firearms and ammunition manufacturers have indeed had to fight with their backs to the wall for many years. Adverse legislation has come at them from the front. Decrease in furred and feathered game has beset them from the sides. The difficulties of marketing have been growing constantly harder. Altogether, let the reader consider the problems of this industry at the present day -lack of opportunities for the use of the gun, a humanitarian spirit abroad in the land which is exemplified by so cleverly conceived a slogan as "There are no game laws for the Kodak." Picture the plight of the manufacturers facing difficulties of this kind and then consider this fact: Despite the obstacles, 78½ per cent of the hardware dealers of the United States will carry guns and ammunition in stock in 1914 as against 68 per cent in 1910.

Evidently, therefore, strict attention to the business of fitting the campaign to conditions as they exist and of finding new outlets which new conditions create is winning out. Altogether, it seems to me that it is a story that must inspire every manufacturer who has a sane regard in his heart for closely worked out advertising and

A typical American business it

from its earliest stages and interwoven with historic deeds of valor, both on land and on sea. Old John Brown, of Kansas, and his men were equipped with Stevens pistols in their famous raids of sixty years ago. Du Pont powder has been used in all the



OF TRADE-JOURNAL SPECIMEN COPY. IN THE NEWSPAPER ELECTROS THE MAN BEHIND THE COUNTER WAS GIVEN THE FEATURES OF INDIVIDUAL DEALERS

wars of the Republic-going back to the year 1802.

It was unbelievable that an industry with this historic backis-identified with the Republic ground could not survive far-

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reaching changes of marketing conditions. What are the new opportunities, and how have they been taken advantage of? What have been some past practices and policies and how have these been altered by undercurrents of natural and political conditions which could not be modified?

The future of the gun and ammunition business obviously depends on the popularization of shooting at inanimate targets—that is, clay birds and rifle targets. Trap—shooting is a splendid sport, yet prohibitive to many enthusiasts on the basis of cost. Realize that the price of a hundred shots

nical atmosphere has militated against the success of advertisements intended to influence consumers. A tendency to advertise to yourself as manufacturer has been the natural consequence of this attitude—the advertiser has lost sight of the fact that he ought to expand his horizon to enlarge his neighborhood. there's the militant advocate of "punch" and "drive" in the copy -some odd attempts and logically odd effects have been the results of this endeavor. A caption such as "A Hailstorm of Lead," as applying to a boy's .22 caliber repeater advertised in a juvenile

publication, or "Six Lightning Shots," as characterizing a repeating shotgun in an advertisement in a national magazine (in the face of the pronounced prejudice entertained by many sportsmen against repeaters and automatics), of course do more harm than good.

When ex-President Roosevelt was the head of the nation, his well-known love of a gun and his masculine virtues were featured by arms and ammunition "opportunists" with telling

effect. The then Secretary of War, Elihu Root, unconsciously aided the propaganda by his pithy slogan: "Teach the boy to shoot"—as emphasized in his report of the War Department's doings. I remem-ber how the Stevens Company Roosevelt's utilized President commendation of the Public Schools Athletic League. We reproduced his features and the letter he wrote to General George W. Wingate, and linked up in close style his unqualified indorsement of the movement, with the value of Stevens rifles for boys' rifle practice and the for-mation of boys' rifle clubs. This advertising campaign was conducted especially strong in farm papers-quadruple-column breadth and five hundred lines deep. A letter of protest from the then



COPY IN A SPORTSMAN'S PUBLICATION WRITTEN IN THE SPORTSMAN'S GOOD-HUMORED VERNACULAR

at the trap amounts to about five dollars! Rifle target shooting seems to be on the wane and many of the old German "Schuetzen" have discontinued it—others have passed away. The younger generation is not attracted, as this sport lacks the spectacular elements embodied in breaking the "birds" in the trap, with a reliable double gun or repeater. Such reasons as enumerated and many other besides would emphasize that the industries specified are "peculiar." Despite the obstacles alluded to, however, it is most significant that 10 per cent more dealers are carrying the goods than four years ago.

Alternate general ("joys of shooting") and technical advertising copy appears to be best in this field. In some cases a too technical advertising copy appears to be best in this field.

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## Service

By the character of the service rendered to their readers, The Delineator, The Designer, and The Woman's Magazine (comprising The Butterick Trio) command an influence in every home into which they enter.

Their literary merit is high. Their entertainment features are splendid. And their advertising pages provide helpful suggestions as well as their editorial pages.

Over and above all things, what makes these magazines a power and an influence in the home is the fact that they render service—practical, helpful service.

## The Butterick Trio

1,400,000 Average Monthly Net Circulation Guaranteed

James A. Townsend, Western Adv. Mgr., 1st National Bank Bldg., Chicago, Ill. W. C. McMillan, Eastern Adv. Mgr., Butterick Bldg., New York.

secretary-to-the-President, William Loeb, Jr., requesting that the President's comment and facial lineaments be omitted from future advertisements, demonstrated that this campaign had made an impression at the White House itself. Which one of the farm papers it was which reached the President we never knew. (Our keying system was not recognized in Secretary Loeb's letter.) The Roosevelt advertisement appeared in about fifty representative agricultural media and was a brilliant success. Farm papers are excellent vehicles for gun and ammunition advertising and have illustrated their value in this connection again and again. The Stevens Company first used these media in a big, broad way in the fall of 1903 and maintained a consistent farm-paper advertising campaign for seven consecutive years. Advertising copy was alternated to reach the farmer and the farmer's son, and accentuated the varied service that Stevens guns and rifles were capable of.

I have frequently thought that a most successful farm-paper campaign could be conducted by a gun or ammunition maker—the illustrations dealing with up-todate retail store interiors, showing a farmer making his purchase over the counter, and a crisp, pithy, informative dialogue concerning the goods taking place between buyer and seller. An effective series of pictorial advertisements containing real, tangible facts about the merchandise could be featured here-and what a relief such advertisements would be from the cut-and-dried, stereotyped, poorly executed "live" and "dead" game pictures we see in so much copy. The store illustrations would convey the idea, too, where the purchases should be made, and thus offset the mailorder house advertisements in the same issues of the farm papers.

### LIVE DEALERS HAVE LITTLE TO FEAR FROM MAIL-ORDER HOUSES

And speaking of mail-order house distribution, the retail dealer, if a "live wire," should have nothing to fear, even though

the mail-order concern be mammoth in size. It sounds hackneyed and platitudinous, yet nevertheless, if a dealer is alive and if he makes proper use of the effective trade aids supplied him by the manufacturer, he is bound to win out locally against any mail-order house competition. He has the immense strategic advantage of being on the ground and his local prestige and reputation should also be material allies in his favor. With the extension of the parcel-post zone system, he has another element of strength to reinforce his position as a local distributor.

Supplementary to our agricultural advertising campaign, we obtained considerable publicity in the country weeklies, founded on a part-cash, part-advertising plan. We held as many as a thousand to two thousand contracts with country weeklies at a time and disposed of guns (one to each publisher only, for his individual use) that were more elaborate and of higher grade than the reg-

ulation staple items.

Trade-paper advertising should feature a manufacturer's new goods, additions to his line and be an index to what a manufacturer can do for a dealer in the manner of trade aids, local selling helps, etc. It is surprising and unfortunate how many large gun and ammunition advertisers simply transfer a consumer's advertisement to the trade-paper columns in the delusion that they have made an effective use of that space. They apparently do not take that angle of advertising seriously, when they obviously should.

### HOW TRADE PAPERS WERE USED

I remember the gratifying tradepaper returns I received last spring when I offered a doublecolumn newspaper cut for the dealer's local use. The electro showed a typical retail-store interior, with the dealer passing a Stevens repeater over the counter to the pleased customer. The value of the appeal lay in the fact that our offer included illustrating the dealer's m-

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## THE FIRST DUTY OF AN ADVERTISEMENT

ONSIDER the readers of a newspaper or a magazine: They are not looking for anything in particular. They are not wondering what you will say next. They have neither you nor your goods in mind at all. They are not conscious of your existence.

The space you buy merely gives you an opportunity to arrest their attention as they casually turn the pages. The rest is up to you, but the rest must be right. Successful advertising is a peculiar mixture of practical merchandizing principles and business imagination. But success is always a question of degree, and the degree must depend upon a just appreciation of this mixture.

Gasoline, in its liquid form, is potential power, but it will not run a motor car. It must be exploded. Beware lest the concentration on merchandizing principles lets you forget the first duty of an ad, which is to arrest attention. If it fail, and that leaf be carelessly turned—all your thought, care, research, trade work—everything that has been so carefully expressed in the text—is lost. And the appropriation is lost. The reader passes on.

That is why we pay great attention to art, typography, display and atmosphere. It is primary and fundamental.

## CALKINS & HOLDEN

250 Fifth Avenue



New York

actual photographic features. Human interest by individualizing each advertisement and capitalizing on the customary human vanity-that is what made the quick and numerous responses in this case.

Last fall I offered both by direct campaign and by trade-paper Hardware Dealers' Magazine and Sporting Goods Dealer also created considerable interest in this proposition. It is no easy matter to have the dealer respond to your advertising. You must be specific in trying to enlist his interest. You must make him some definite offer, be it a display hanger, ad-

vertising cuts, lantern slides, etc.

Have the retailer order advertising and selling helps over his signature - that's where a coupon or a reply postal indicate their value. For three or four consecutive years we made a proposition to the retail hardware and sporting goods trade in which we offered to pay 40 per cent of their local newspaper advertising bills provided the dealer made use of the copy we prepared. Our advertisements were all electrotyped, mortised for dealer's name and address, being single double - column newspaper in size. A coupon was incorporated in the electro sheet and cuts were to be ordered by numbers. Everything was made as easy as possible for the merchant to avail himself of this offer. promptly remitted checks upon receiving receipted bill from the newspaper and copy of the dealer's adver-

tisements. Year after year we sent out this explicit and liberal proposition to our entire mailing list. Never did the response exceed 250 or 275with the exception of last fall, when I omitted the 40 per cent offer and restricted it to the newspaper cuts only. Over 750 dealers replied to this last proposition! I have often wondered at this big increase (an increase mani-



### GO TO IT!

HAT hunting trip you've been dreaming about all year. HAT hunting trip you've been dreaming about all year.

Rest, up and recuperate in the cool, Maine woods and forests.

In the "Great Out-of-Doors" with a STEVENS "HIGH POWER" REPEATER or DOUBLE BARREL SHOT GUN—ideal sport perfect recreation.

**G**Our RIFLES and SHOTGUNS are made in all standard calibers, gauges, weights, lengths, etc., for standard ammunition. 

Girearm Catalog No. 53 shows the big STEVENS LINE in complete review. 

Send for it. 

Every dealer in Guns and Rifles carries STEVENS in stock.

J. STEVENS ARMS AND TOOL COMPANY 153 MAIN STREET CHICOPEE FALLS, MASS.

LARGEST MAKERS SPORTING FIREARMS IN THE WORLD

A STYLE OF COPY FOR MAGAZINES THAT COULD BE RELIED UPON TO SET READERS "GOING"

publicity colored lantern slides and newspaper advertising cuts to a list of 17,000 dealers. We received about fourteen hundred replies, pretty evenly divided between the cuts and the slides. This must be regarded as a very good showing. Most of these results were due to the direct-return postal-card campaign, though such trade media as Hardware Age, nd e-

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### In a little booklet entitled

## "Advertising Talks"

THE AMERICAN BOY has put together a series of "talks" which are reprints from issues of *The American Boy* and which have for their purpose the teaching of the underlying principles of advertising to upwards of 500,000 boys and young men.

Some of these "talks" have for their titles the following:

Advertising—What is it? Why do People Advertise? Why we Carry Advertising?

> From the Publisher's Standpoint. From the Advertiser's Standpoint. From the Reader's Standpoint.

Why Buy Advertised Goods? Honesty in Advertising. Honesty Due Advertisers. Advertising the Other Fellow's Goods. Etc., Etc., Etc.

Probably no other company of boys and young men have been so thoroughly prepared for the well directed appeals of intelligent advertising as have the readers of *The American Boy*, and these "talks" may be responsible, in large measure, for the splendid results its advertisers are getting.

The getting of boy influence and reaching the home through the boy, for, "Where there's a boy there's a family," presents a "different" angle in advertising, and how well the importance of all this is understood by some of the largest national advertisers any copy of The American Boy will attest.

We will gladly send a copy of the booklet upon request.

### THE SPRAGUE PUBLISHING CO.

J. COTNER, Jr., Secretary-Treasurer DETROIT, MICHIGAN

ELMORE S. MURTHEY
Eastern Manager
1170 Broadway, New York

EMERSON T. COTNER
Western Manager
1417 Lytton Bldg., Chicago

fested despite the elimination of the basic cash feature of the idea). My explanation of the matter is the dealers preferred to waive the cash offer, wishing to avoid the slight detail that was compulsory to secure the 40 per cent in cash. . Some years ago we conducted a very interesting advertising contest among the retail trade and offered twelve prizes in guns and rifles for the best local newspaper advertisements concerning Stevens arms. The results of this contest were quite fair, but not at all commensurate with the circularization of over 12,000 dealers on the subject. The judges of this competition were William H. Johns, vice-president, George Bat-ten Company, I. H. Page, president of the J. Stevens Arms & Tool Company, and R. R. Williams, hardware editor of The Iron

Effective consumer advertising was our plan of some years ago of endeavoring to find a name for a very moderate-priced boy's rifle. We offered rifle prizes for the best name to be submitted and advertised the "Stevens Name Contest" in a large list of magazines, boys' publications and farm papers. Over 25,000 names were submitted from all sections of this country and Canada. There were no limitations as to the number of names which could be sent in by each contestant, and we heard from about 12,000 individ-The name uals-mostly boys. finally determined upon was "Little Scout" rifle, a name that could

not be improved upon.

"STUNTS" PROVED INADVISABLE

"Stunts" in firearms or ammunition advertising are never advisable; that is, flashy, bizarre attempts to "put something over." A novel view-point, playing up a national news feature, emphasizing a national or international rifle or shotgun victory, are, of course, all legitimate and rightful endeavors—but better than anything else and what spells efficiency with a big E is a consistent, thorough, constant and continuous advertising campaign, correctly planned and correctly executed, no devia-

tions, no let up, no fitful changes of policy. A broad route of compelling publicity—and stick to it! Amazing it is, how arms and ammunition advertisers have wandered after strange gods, and how halting, how hesitating and how vacillating some campaigns have been.

### USE OF TRAVELING DEMONSTRATORS

What is the use of the demonstrators, or "missionaries," as they are more commonly known in the trade? Does the great expense of maintaining them justify their being in the advertising and selling equation? My replies to these self-imposed queries would be "yes" and "no." "Missionaries" that travel about the country, attending shoots in behalf of this or that gun or ammunition, assisting at the formation of gun clubs, demonstrating guns to novices, shooting in competition, etc., are valued elements in the advertising and sales departments if they are salesmen as well as shooters. If not supposed to sell goods (which is often the case), they must be more than top-notch shooters and mere hand-shakers and jolliers. They might properly be construed as a link between the written advertisement and the actual, bona fide sales representative; that is, in their very best sense. In that respect they have a definite and useful function. Interest the amateur shooter and the novice at the traps, have more and more of these enjoy the sport of shooting at the whirring, elusive "clay-bird" and you have fundamentally prepared for the perpetuation of the gun and ammunition industry. Some of the professional shooters I have seen at the traps were A-1 performers at breaking the "birds." Outside of this-if we except their jollity and bonhomie -I could not comprehend where they fitted in, in either the advertising or sales equation.

Some years ago, when A. C. Barrell was in charge of the advertising department of the Remington-U. M. C. Company, he had an excellent squad of "salesmenshooters" under his direction, who

People who pay two cents for the Public Ledger are acting on a conviction that no other paper can take its place with them, and no other can with them.

Philadelphia is the only city which has a Public Ledger.

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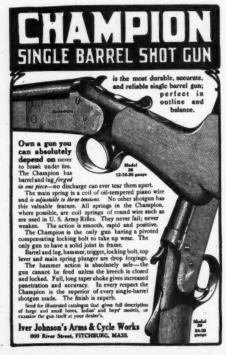
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blended shooting ability and demonstration ability in the correct proportions. These "missionaries" no doubt were carefully picked and selected and represented the "survival of the fittest." Immediately following a trap-shooting contest, be it of national, sectional or local importance, there automatically appears an endless chain of "headliner" advertising in such class weeklies as the American Field, Forest and Stream, Sporting Life, Sportsmen's Review, etc These big display advertisements feature victories at that shoot with this or that gun or ammunition. A perfect maze of figures and records and statistics are emphasized in anything but confidential

Such advertisements are good for the exchequers of the various class papers in which they ap-

pear; they have little if any educational value, as they claim entirely too much and leave poor Mr. Amateur Shooter perplexed-"way up a tree." The elementary weakness of this variety of advertisements is the woeful lack of discrimination between the relative importance of the various shoots and contests. A national handicap tournament advertisement has frequently but little more advertising space devoted to it than the calliope advertisement chronicling the results of a local shoot by an obscure club. In-stead of all this hysteria of victory copy, why not draw logical arguments from the performances of the guns and ammunition at the traps? Why not encourage new shooters-novices-amateurs -to come out and try their hand at the trap-shooting sport?

The arms and ammunition industry lends itself particularly well to striking illustrative purposes. A big-game scene in colors, a painting of a bull moose crashing through the forest, a grizzly at bay, a panther ready for a spring at his prey, all these and many other subjects of similar character have been made excellent use of, especially by the Remington and Winchester companies. The Remington "cut-outs" and window window trims for the trade have been splendid and I am sure justied the investment of cash behind them. All the celebrated artists of "the great out-of-doors" have contributed toward popularizing hunting and shooting. The talents of such men as A. B. Frost, Philip R. Goodwin, Carl Rungius, Dan Smith, N.



HOW ONE ARMS MANUFACTURER EXPLAINS HIS PRODUCT IN FARM PAPERS C. Wyeth and others have frequently been employed.

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A WINNING ADVERTISING BOOK

The Stevens company made a great success of a book entitled "Guns and Gunning," edited by Dan Beard and written by the well-known mountain climber and Arctic explorer, Belmore Browne. This book consisted of 112 pages, was profusely illustrated with halftones and pen-andink drawings (all art work also by Mr. Browne) and was a perfect mine of information about hunting, shooting, camping, furred and feathered game, outdoor equipment, etc., etc. The advertising message was minimized to the smallest degree possible, and no reference to the Stevens company or its products appeared in the text, Over 15,000 of these volumes were sold direct to sportsmen in several years' time-20 cents being charged for the papercover copy and 30 cents for the cloth-bound edition. (These prices representing the actual cost of production.) The names thus obtained became a valuable nucleus for a high-grade sportsmen's mailing list. As "Guns and Gunning" was advertised in the regular magazine and farm-paper campaigns which had already been scheduled, its advertising represented no additional outlay in cash. The hackneyed and stereotyped "Send for catalogue" incorporated in so many advertisements cannot be compared to the offer of a book of the character of "Guns and Gunning." Another book issued by the Stevens com-pany, entitled "How to Start a Rifle Club," met with fair success only. It was meant for boys. Perhaps its more restricted con-tents limited the interest it created.

### LINES OF POSSIBLE DEVELOPMENT

It would seem that a "where-to-go" department, with suggestions as to gun and ammunition equipment, proper supplies, advice as to game, game laws as applying to the specific region in which the hunter may be interested, etc., would be an excellent

innovation for a live arms or ammunition maker. Several of the big railroad companies of this country and Canada have done effective educational work along these lines, but I do not know of a gun or ammunition company that has created such a department in its advertising propaganda in the full and complete degree which is essential.

Reverting to catalogues: these have been vastly improved, both as regards text and typographic appearance. The old-style gun catalogue was a fright from every standpoint. The cheap, archaic wood cuts which were employed, the flimsy paper stock and poor bindings, are happily things of the past. It is a far cry, too, from the grotesque hunting-scene catalogue illustrations of an earlier advertising day to the oftentimes impressively beautiful outdoor and hunting-scene delineations which are now being featured.

#### CHARACTER OF THE COMPETITION

Competition has been and is exceedingly keen in the firearms and ammunition industries. Commercial warfare has been waged all along the line. Gun companies that also parallel their firearms manufacture with that of ammunition are naturally in the most advantageous, the most strategic position. Ammunition is where the real profit lies-a first-class profit -a quick "turn over"-constant consumption. The ordinary gun -no matter what its price-may last a lifetime. Its initial purchase is in many cases its final Cartridges and purchase also. shotgun shells, on the other hand, are in constant, continual demand and may be used in all standardmake rifles and shotguns. There is a natural initiative of sale behind them-they don't last long and they cost real money. No wonder, then, that the various shooting squads are abroad in the land (expenses likely being charged to ammunition only), and no wonder that the shooter-demonstrator gets in close touch with the consumer and the distributing trades. Where a company sells the jobbing trade (Continued on page 108)

# Mr. Automobile Manufacturer: this advertisement is for you

You know that over 60% of the automobiles sold are sold to former motor car owners. Therefore, if any newspaper can prove that a considerable percentage of automobile owners read it, that particular newspaper ought to be a good medium for you.

A number of automobile companies (including three "electrics") have polled their owners in Chicago to find out what newspapers the owners read. In every case The Chicago Daily News stood first or second. But none of the companies polled the owners of motor cars in Chicago.

The Chicago Daily News recently took the first poll of every owner of an automobile in Chicago (both pleasure car and truck). Letters were sent out to 19,350 owners and 6,633 replied over their own signatures. The returns showed that

Over 86% read The Chicago Daily News—more than read any other newspaper

These replies, which are now on file at our office, give the distribution of Chicago newspapers among these owners as follows:

4	Readers	Per Cent of All Cards Returned
The Daily News	5,727	86.34
Second Paper	4,587	69.15
Third Paper	2,034	30.66
Fourth Paper	1,129 1,022	17.02 15.41
Fifth Paper		
Sixth Paper	917	13.82
Seventh Paper	898	13.54
Eighth Paper	420	6.33

The poll cards also offer interesting data about the duplication of circulation among Chicago newspapers.

All this information is based on fact and is incapable of misconstruction favorable or unfavorable.

We shall be very glad to submit the evidence. It may give you an entirely new angle on your advertising problems.

The Chicago Daily News Over 350,000 Daily

> John B. Woodward Eastern Representative 710 Times Bldg. New York

## What Is So Pleasant, What Gives So Much The Sense of Reality,

as to get real letters from real consumers or dealers—genuine, spontaneous letters from *out there* where the success or failure of our efforts is decided by umpires who are as obscure as they are many?

WE have had a lot of epistolary pats on the back lately—so many that we are going to get out a book of them that will wake up the advertising fraternity. Here's just one, from Egan's Music Store in Sulphur, Okla. He is talking about our Dealers' Service:

YOU seem to possess a graceful way of inviting us to ask favors at your hands, and I haven't had the least reluctance about accepting them. I have received many benefits, direct and indirect, traceable to your efforts on behalf of the retail dealer."

THAT'S prettily expressed. It comes in the morning mail like a whiff from the big Western prairies. It gives you a sense of the oneness of business. The desk in New York has done things to help the counter in Oklahoma.

A NYBODY can get one letter. One means nothing. But it so happens that recently we have been receiving just that sort of thing from dealers in every State. It is remarkable how diversely, yet how aptly and happily, these plain merchants echo what Egan says.

Watch for that book we are going to get out!

## Good Housekeeping Magazine

Co-operates with the Retail Merchant

NEW YORK

WASHINGTON

BOSTON

CHICAGO

### Making Words Count

What Shall Be the Remedy for the "Tired" and "Worn-Out" Words That Make Ads Dull Reading?—Suggestive Quotations from Writings of Careful Word-Users—Modern Meaning of Words

### By Philip Littell

[EDITORIAL NOTE:—Advertisers will read the following article with a sharp sense of its direct bearings on one of their most immediate concerns. Mr. Littell has fulfilled admirably the commission he received from the editor of PRINTERS' INK. He has selected pasages from well-known writings, and has analyzed them in order to show how advertisers may put fresh and unhackneyed meaning into even the most overworked members of the copy writer's vocabulary.

Mr. Littell is a student of literature whose editorials in a New York paper have attracted attention, as much for their freshness of style as for their

shrewdness of comment.]

THE advertiser, regarded as a user of words, occupies a position which has several obvious peculiarities.

Alone among the users of words, he has to pay for every

word he uses.

ilre

e,

His aim is to make people do one of the hardest things in the world. He aims to make them decide. And, deciding, as William James has told us, is harder than thinking; just as thinking is harder than writing, and writing than reading—harder, that is to say, if we measure difficulty by the quality of inward effort required.

The advertiser's competitors are nearer his reader's eye than the competitors of a novelist or of any other writer, excepting perhaps a poet in an anthology. The advertiser's competitors may be on the opposite page, the same page, even in the same column.

The advertiser tries to affect crowds of people. If he does this he succeeds. A novelist may do this and yet fail. The number of Hall Caine's readers does not make his novels good novels. They would be no better if you multiplied his public by ten. They would be no worse if nobody read them.

The crowd an advertiser tries

to sway is not really a crowd. Each of his readers, regarded as a reader at the moment of reading, is solitary. An orator or a playwright can say many things which move his crowd merely because its members are together in one place. The advertiser lacks this advantage.

Not every advertiser, however, has to bother about his words. If you are offering Corona Coronasat two for a quarter, your words don't matter. Provided your reputation is good, your words, if intelligible, will be good enough.

Such cases are exceptional. As a rule the advertiser cares about his words. By words he can achieve variety, he can disguise the fact that in point of view, in spirit, in mental attitude, all advertising is and must be monotonous. The rules of the game impose monotony. They require advertising to be written by trained optimists, whose optimism is unbroken by anything save an occasional distrust of inferior substitutes.

### WAYS OF AVOIDING MONOTONY

An advertiser cannot, for instance, look at life as Samuel Butler looked at it when he put this sentence into "The Way of All Flesh": "The older I grow, the more convinced I become of the folly and incredulity of the public; but at the same time the harder do I see it is to impose oneself upon that folly and credulity." Such a mental attitude, I imagine, would never do for an advertiser.

When trying to counteract this essential monotony by the variety of his words, the advertiser discovers that there are ways to variety which he cannot follow. Violent language is not his affair. He cannot imitate George Meredith's description of the impression left in him by a novel of Catulle Mendès. Meredith felt as if he had been taken I won't say where, and had been shot out at last "into the rat-rioting sewers, twisted, whirled, tumbled amid the frothing filth, the deadly stench, the reek and roar of the damned."

The advertiser cannot try for the "delicately, evasively simple effects" which Arthur Symons says Robert Bridges obtains "by coaxing beautiful, alien words to come together willingly, and take service with him, as if they had been born under his care." A man reading an advertisement has not time for delicate and evasive simplicity. They would not pay the

advertiser.

Nor would it pay him to cultivate "the art which was capable," George Santayana tells us, "of making a gem of every prose sentence-the art which, carried perhaps to a pitch at which it becomes too conscious, made the phrases of Tacitus a series of cameos." I shall not quote Tacitus, partly because I am not sure all my readers would understand him, partly because I am sure that I shouldn't, but here is an example in verse of the kind of writing Mr. Santayana had in mind. It is from Tennyson, and describes what is visible through a telescope on a tower, although "she" did not need a telescope:

Hither, when all the deep unsounded skies Were shuddering with silent stars, she clomb, And, as with optic glasses, her keen

eyes,
Pierced thro' the mystic dome.

Regions of lucid matter taking forms, Brushes of fire, hazy gleams, Clusters and beds of worlds, and beelike swarms Of suns, and starry streams.

It takes patience to appreciate such an exquisite use of words. Even if an advertiser happened to have Tennyson's genius he would not write in this way. His readers are in a hurry.

LIBERTIES AN ADVERTISER MAY TAKE WITH SPEECH

His freedoms, however, are more important than his restrictions. He can take such liberties with speech as many other writers must avoid. I remember being carried, as a child, into a museum filled with pictures which seemed to have three dimensions. The eccentric painter illuded you into crediting some of the objects before you with solidity. You looked about, half expecting a notice to warn you that fruit taken from

the pictures would be charged extra. There is no reason why an advertiser should not act on the hint given by these pictures, no reason why he should not make some of his words stick out, no reason why he need be afraid people will say of his style, as Lord Morley says of Macaulay's, that we "wince under its stamping emphasis." The advertiser often needs all the emphasis there is. He may be as emphatic, if he cares to and knows how, as a motor tire bursting.

Of course, it is true that an advertiser may gain attention for his words without making them serve his purpose. If he filled his expensive space with words chosen for their beauty-seraphim, firmamental, beryl, orpiment, hand-maiden—his money would be wasted. So it would be if he chose words for their oddity; if instead of saying there was a headache in a barrel" of his whiskey, he assured us that it was "not infelicific"; or if he talked about the virescence of the opifice when he meant the greenness of the fabric. His words might get attention, but they would not sell his goods. "You may," says Mr. Yellowplush, in his epistle to Sir Edward Lytton Bulwer, Bart., "you may, for instance, call a coronet a coronal if you like, as you might call a hat 'a swart som-brero,' 'a glossy four-and-nine,' 'a silken helm, to storm impermeable and lightsome as the breezy gossamer,' but, in the long run, it's as well to call it a hat."

SOME WORDS ARE WORN OUT AND VERY "TIRED"

No advertiser is unwise enough to play such tricks. I sometimes wonder why any advertiser still uses worn-out words, which have been discarded by his more progressive competitors—words like tremendous, aristocratic, musical treat, distinctive, different, unique—whose virtue for advertising purposes went out of them long ago. Stale praise of fresh articles is a poor thing. You cannot make what you have to sell seem "different" just by labeling it "different." To make people believe in this difference you must make

them feel the difference in your words. You may, of course, succeed in restoring to dulled or tired words their vigor and brightness. William James makes "unique" live again when he says: "In [Herbert] Spencer, as in every concrete individual, there is a uniqueness that defies all formulation," for here the word says no more than he means. A like kind office is done for "tremendous" by Stevenson when he speaks of the dwellers in the slopes of a volcano living carefree in "that tremendous neighborhood."

One expedient by which stale words may be freshened is their use in their original senses, grown nowadays a little unfamiliar. Those of us who have lived through a war scare remember how tired, how very tired, the hope that war might be averted finally made us. Everybody was saying "averted." But when Max Beerbohm, using the word in its original sense of "turned away," says "he kept his head averse, becomes as good as new. When Peter talked about "the discerning edge" of language, he both re-minds us that to discern once meant to divide and makes us remember his use of it. There is here, however, some danger of a kind of affectation which would hurt an advertisement. You and I are amused at finding Max Beer-bohm saying, "Not many youths occurred." But such nicety would be lost upon many readers of a prodigiously circulating magazine.

Invented words are often helpful. But are they—except, of course, as names of things for sale—really necessary? The number of existing words is considerable. On one hand the advertiser has this precious empty space of his, where the battle for more business must be gained or lost by words. On his other hand is a waiting list consisting of all the words in all the dictionaries. Which words shall he choose? For he must choose, and carefully. He cannot just let in the first comer; he must proceed by sharp separate acts of the will. The practical nature of his aim governs his choice. Though his words

speak with the tongues of men and of angels and bring not business, they are as sounding brass or a tinkling cymbal,

The only way to make your words count is the old way—by choosing the words you want and putting them where you want them. Easy to say, hard to do. Yet many advertisers, and many other writers, have done it. Here is a sentence from The Private Papers of Henry Ryecroft, by George Gissing: "I would not speak unkindly of anything in cask or bottle which bears the great name of wine." It is partly the position of "wine" that gives the word greater value here than it often has, and partly the skill which leads us to this word by way of "cask" and "great name."

#### OLD WORDS IN NEW ROLES

Words which go about arm in arm, which are seen together constantly, which nearly always bore us when we meet them, may appear in a place so unexpected that our surprise is not unpleasant. Such a pair is "laughter and tears." They became inseparable long ago. Whenever Dickens was mentioned they used to show themselves. They are trotted out as often as a new book is published by any author who tries to combine a sense of humor with a heart of gold. But suppose, in turning the pages of The Congressional Record, we came upon this:

"MR. CAMPBELL.—You are proceeding upon exactly the same theories that you proceeded upon then; you are using blind, partisan political arguments as a basis for tariff legislation rather than information scientifically gathered in enacting legislation upon this important subject.

important subject.
"THE SPEAKER—The time of the gentleman has expired.
(Laughter and tears.)"

A Vice-President is frequently a man whom hardly anybody notices. A colored laundress may be equally insignificant. But let them appear arm in arm on Pennsylvania Avenue, and their juxtaposition is an event significant, as Carlyle used to say, of much. So with words. Words may be made

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to count more than double simply by being brought together. For in advertising, as in every other art, one and one often make more than two. As when Chesterton calls Francis Thompson a "shy volcano," or when Bernard Shaw says of one of our most protuberant philanthropists: "When Mr. Carnegie rattled his millions in his pockets, all England became one rapacious cringe." A more striking example is to be found in this passage, often quoted, from Mr. Whistler's "Ten o'Clock":

Still, seldom does Nature succeed in

Still, seldom does Nature succeed in producing a picture.

The sun blares, the wind blows from the east, the sky is bereft of cloud, and without, all is of iron. The windows of the Crystal Palace are seen from all points of London. The holiday-maker rejoices in the glorious day, and the painter turns aside to shut his eyes.

How little this is understood, and how dutifully the casual in Nature is accepted as the sublime; may be gathered from the unlimited admiration daily produced by a yery foolish sunset.

produced by a very foolish sunset.

Thus does Whistler, by bringing two common words together, succeed in hardening our hearts against most of the adjectives employed as sunset guns. But he has not killed a single appropriate adjective. Our pleasure in his "very foolish sunset" cannot lessen our pleasure in Tennyson's

wanderer out in ocean Where some refulgent sunset of India Streams o'er a rich ambrosial ocean isle, And crimson hued the stately palmwoods

Whisper in odorous heights of even.

Is this use of words by Whis-Shaw or Chesterton too striking to be imitated with profit? I do not believe it. I have read, to be sure, that striking words are not good advertising; that they call attention off the thing advertised and fix it upon the words themselves. Surely that depends upon whether the user of striking words knows his business. John Millington Synge, who certainly knew his business as a playwright, complained of Ibsen and Zola for dealing with the reality of life "in joyless and pallid words." "In a good play," he wrote in the preface to "The Playboy of the West-ern World," "every speech should be as fully flavored as a nut or apple." He was not afraid the glories of his words would distract our attention from what he had to say.

Carlyle draws us a picture of Dr. Johnson, "with his open mouth and face of bruised honey-comb." Words could not well be more striking, but do they keep us from thinking of Johnson? Do not they rather make us see him more vividly than people we know?

#### WHISTLER'S FINE USE OF WORDS

If we think there is something a little glaring in the examples I have been giving, if we seek a quieter, finer quality of surprise, Whistler can give us this also. In the same "Ten o'Clock," after saying that art may turn her back upon us, no matter how virtuous we are, he goes on:

As from time immemorial, she has done upon the Swiss in their mountains. What more worthy people! Whose every Alpine gap yawns with tradition, and is stocked with noble story, yet the perverse and scornful one will none of it, and the sons of patriots are left with the clock that turns the mill, and the sunday cure worth and the sunday cure with difficulty rethe sudden cuckoo, with difficulty restrained in its box.

For this was Tell a hero! For this did Gessler die!

"Yawns with tradition," said of an Alpine gap, is not so striking as "sudden cuckoo." It is still less striking than "foolish sunset," but who says it is not so good? No one disputes its superlative skill.

In "Ave" George Moore tells us how he said to William Butler Yeats, after they had been discussing the words of a play they were about to write, "But, Yeats, a play cannot be written in dialect, nor do I think it can be written by turning common phrases which rise up in the mind into uncommon phrases." "That, answered Yeats, "is what one is always doing.

An example of this art may be taken from Yeats himself. words "salt tears" are found together often-too often to be repeated by such a fastidious writer as Yeats. But they must have suggested to him the act of creation which gave us "the salt eye

of man.

And it was a familiar phrase, a hackneyed phrase, that may have suggested to Max Beerbohm this

## A Local Issue

Like the tariff, <u>national</u> advertising is a local issue.

Our unvarying policy is:

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- To recognize that advertising is not a panacea, but only one of several vital selling factors.
- To appreciate the handicaps of each individual manufacturer.
- In each case to have a knowledge of trade conditions.
- To be alive to trade tendencies and changes in their bearing upon national distribution.
- Never to recommend advertising unless we feel confident that it will profit the man who is paying for it.

This policy is one of self-preservation. We succeed only by the success of our clients. What we offer as possible safeguards of the success of our clients is this:

- 1. Thirty years' experience.
- 2. A complete, active organization.
- 3. Expert facilities for commercial research.
- 4. An accurate statistical bureau.
- 5. Careful standards of ethics in our columns.
- 6. Something more than a printer's interest in typography and illustration.

And our publications, which are their own best spokesmen.

THE CURTIS PUBLISHING COMPANY INDEPENDENCE SQUARE, PHILADELPHIA

## The Weekly Kansas City Star's Ten-Year Record

	226,155	The circulation record
-	241,368	of The Weekly Kansas
	250,335	City Star given here is a
-	254,858	record of constant, steady
-	256,563	growth—based solely on
-	261,343	editorial merit.
-	265,284	cultoriul meria
-	269,407	The Weekly Kansas
-	276,779	City Star uses no premi-
-	291,258	ums to obtain subscribers.
		- 241,368 - 250,335 - 254,858 - 256,563 - 261,343 - 265,284 - 269,407 - 276,779

The Average Paid Circulation for JANUARY, 1914, was 324,265

Advertising Rate, per line, 60 cents.

sentence, which is neither: "Aloft, above the wide brim of his silk hat and the white extent of his shirt front, appeared those eyes which hawks, that nose which eagles, had often envied."

Strong men take to their heels when anybody begins to tell them "it was so quiet you could have heard a pin drop." But nobody objected to the aviator, describing his flight across the continent, who said, "It was so quiet you could have heard a pin drop on Chi-cago."

Many are the expedients by which an advertiser, or any other writer, can try to make his words count, provided he does not try to make all of them count. worst way of writing, says Anatole France, is to write too well. It is wise to remember, whatever kind of writing we have in hand, that pumpkins are less conspicuous when assembled in a grocery than they are when scattered among the bleaching cornstalks; that poppies show against a wheat field as they never can against a sunset, whether foolish or refulgent.

### Vigilance Committee for Trade Press Federation

as

Press Federation

The executive board of the Federation of Trade Press Associations, at its meeting at Buffalo, February 6, passed the following resolution:

"Fraud in circulation statements is deplored and discountenanced by the board; and the president of this federation be hereby empowered to appoint local vigilance committees, the members of which, as a whole, shall constitute a national vigilance committee, to investigate and report upon all cases of alleged misrepresentation of trade and technical paper circulation and recommend such action as will result in legal prosecution of culpable publishers."

### Annual Meeting of A. A. A.

The 14th annual meeting of the Association of American Advertisers will be he'd Feb. 24 and 25 in Chicago, at the Hotel La Salle. There will be two executive sessions and two open sessions. The "Bull Ring" will again be

### Gray Leaves Buck Stove and Range Co.

Roy A. Gray, advertising manager of the Buck Stove and Range Co., St. Louis, has resigned. He is now head of the copy service department, Little & Becker Printing Co., St. Louis.

### Representatives Discuss "Service" Soliciting

The keynote of the informal talks made by R. S. Cholmeley-Jones of Review of Reviews, Rufus T. French of Outing and Walter W. Manning of the McClure publications before the Representatives Club at the McAlpin Hotel, New York, on Monday, was "service to the advertiser." All the speakers emphasized the growing need of talking phasized the growing need of talking with the advertiser rather than at him. of talking

with the advertiser rather than at him. Mr. Manning divided all advertisers into two great classes: those who can be sold only through logic and careful presentation of fact and those who are reached through the heart. This last class he believes are ruled by their likes and dislikes and it is here the solicitor must make good use of his personality. In speaking of the different obstacles which must be overcome by a solicitor, Mr. French said the knack of concentration was among the most important.

Mr. French said the knack of concentration was among the most important. He illustrated this point with the story of a man who went to Kid McCoy to be taught boxing. After considerable persuasion McCoy agreed to teach him, the consideration being ten dollars a lesson. After the deal was made the pupil was told to take off his coat and prepare for the first lesson. McCoy squared up in front of him, and was on the verge of striking, when he sharply asked the pupil who it was that had come in at the door. The pupil turned to look and received a short and jolty jab on the jaw. McCoy then rejolty jab on the jaw. McCoy then re-marked that the first lesson in boxing

was to concentrate on the man in front of you, and added "Ten dollars."

Following Mr. French's remarks President Sturgis said it had always been his belief that, no matter how strong a prospect was mentally, the solicitor had the advantage because he solicitor had the advantage because he was concentrating and the prospect was not. Mr. Jones dwelt on the need of a solicitor's using initiative in the matter of giving the prospect all the information he had access to regarding his product, basing his solicitation on these facts rather than making a cut-and-dried one-for-all solicitation.

dried one-for-all solicitation.

### Van Patten Selling Agent for Saxon Car

L. A. Van Patten, formerly advertising manager of the Alco, and later associated with the Lozier Co. is now the selling agent in the New York City territory for the Saxon Motor Co., of Detroit. Harry Ford, formerly secretary of the Chalmers Motor Co., is president of the Saxon Motor Co.

### Cummings with Howard Agency

W. R. Cummings, until recently advertising manager of the Charles Williams Stores, New York, is in charge of the plan and service department of E. T. Howard Company. Mr. Cummings has been with N. W. Ayer & Son and the George Batten Company.

## Recollections of Americans in London

A Golden Wedding Occasions Reminiscences

### By Thomas Russell

Advertisement Consultant, London, England

SIR GEORGE RIDDELL, the well-known London newspaper man, told the guests at a presentation banquet the third week in January, that when Mr. John Morgan Richards came to England to live, only twelve American firms were doing busi-

ness here.

The oldest American business man resident in England is Mr. Charles Churchill, who was present at this banquet, held to present a magnificent Georgian centerpiece, with rose-bowl and vases, to Mr. and Mrs. John Morgan Richards on the occasion of their Golden Wedding Anniversary. Mr. Churchill came to England in 1862; Mr. Richards in 1867.

The company assembled to hon-Mr. and Mrs. Richards included the American Ambassador, Mr. Page; the American Consu!-General, the Hon. John Griffiths; Lord Curzon and Kedleston; Mr. F. C. Van Duzer, Honorary Secretary of the American Society in London; Sir Jesse and Lady Boot; Mr. Robert Donald, who had been honorary treasurer of the presentation movement, and who is president of the Institute of Journalists in London, and a company of nearly a hundred, composed in about equal proportions of prominent newspaper men and Americans resident in Lon-

Mr. John Morgan Richards has been chairman of the American Society in London. He was a leading founder and first presi-dent of the Sphinx Club, of London, from which he retired on the death of his daughter, the late Mrs. Craigie, better known as "John Oliver Hobbes," a novelist whose reputation is international. During his more than forty years' residence in London, he has been the business and adver-

tising representative of a great number of leading American firms. His firm, John Morgan Richards & Sons, Limited, is the representative at the present time of Colgate & Co .- one of whose staff, Mr. Brodhead, was present at the banquet—The Emerson Bromo-Seltzer Company, The An-tikamnia Company, The New York Pharmacal Company, The Carter Medicine Company, and a number of other American houses of repute. He was the first man to bring American cigarettes and tobacco to England, having been the original agent of the old firm of Allen & Ginter, the "Richmond Gem" people, and may be said to have introduced the cigarette habit into England.

A WILLING HELPER OF ALL AMERI-CANS

Practically every American invader, especially in the advertising field, during the last forty years, has consulted Mr. Richards about his plans, and no one ever met him in this way without receiving the most generous and kindly help. Mrs. Richards has friends in every rank of society, and among the congratulations received on the occasion of the golden wedding was a personal telegram from the Queen. Yet, in spite of their prominence in English society, Mr. and Mrs. Richards have never relinquished their American citizenship, nor, as Mr. Richards told the guests, has he ever been tempted to renounce the status of alien. Both their sons, now associated with Mr. Richards in the directorship of his business, were born in England. I recollect them as knickerbockered schoolboys, for my own association with Mr. Richards dates back to 1882. Very soon after that Mr. Richards received the first copy

## "Getting At" Your Man

You may write an advertisement that is a masterpiece. You may cram it full of real live sales talk.

But—unless you get that ad in the right paper it's wasted. Your man, alack, is not looking for you as much as you're looking for him!

If you manufacture machinery or products of any kind used in the metal mining, civil engineering and contracting, machine building, power generating or coal mining fields—

Why, then, your direct route, the shortest distance between you and your buyer, is through one (or more) of

## The HILL Engineering Weeklies

The Engineering and Mining Journal (1866)

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The standard Paper of Engineering and Contracting. Circulation 20,500. American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation25,250. Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 36,000. Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 12,009.

HILL PUBLISHING COMPANY 505 PEARL STREET, NEW YORK CITY of PRINTERS' INK sent to England, and it was not very long before his very old friend, the late Mr. George P. Rowell, asked Mr. Richards to contribute an article on English advertising conditions. Out of this came my own earliest association with PRINTERS' INK as its London Correspondent, which has now endured for twenty-five years.

### AN UNOFFICIAL AMBASSADOR

As a typical London American, therefore, and especially to old pupils of "The Little Schoolmaster," Mr. Richards has a personality which makes a big appeal. No man has done more to raise the tone of American business relations with England. His dignified presence and genial accessibility combined to raise Americans in the estimation of Englishmen in those early days, when the tide of American travel had not set Eastward so strongly as to make the Strand in summer almost an American thoroughfare. George Riddell, in his presentation speech, said that in the 'seventies it required Mr. Richards to teach Londoners that Americans did not really wear striped trousers, starred waistcoats and a goatee. Whenever there has been any question of the relations between the English public and the American colony, Mr. Richards has always been prominent as the spokesman of his country-a sort of unofficial Ambassador of Com-

But his greatest gift to the land of his adoption was the introduction of American advertising methods. Sir George Riddell said that English advertising easily divided itself into two periods—before Mr. Richards and T. J. Barratt and afterwards. But Mr. Richards was in reality a more characteristic innovator than the pioneer of Pears' Soap. It was he who fought the early battle of display and illustration in newspaper advertising. He is believed to be the first advertiser, outside the theatrical business, to use a 16-sheet colored poster. When Mr. Richards came to England, no daily paper was published in

London at less than a penny of our money, that is two cents. The Daily Telegraph of London claimed "the largest circulation in the world," but was extremely reticent about publishing any figures, as it is to this day. Per-haps it would be more accurate to say that the Telegraph at one time published figures, but firmly declined to explain them, and as the figure published was always the same year after year, explanation was flagrantly called for. The largest circulator, as Mr. Richards told the guests, attracted his immediate attention on landing. He bought a copy and found that the leaves were not cut, and in those days a daily paper was always delivered in this way. It was an accepted test of cul-ture that a man should be able to unfold and read his paper without cutting it-a curious convention. No London daily paper displayed any advertisements beyond a drop-letter, and the text was always set in a maximum of sixpoint-more often in five-point. I do not think that a full-page advertisement had ever appeared in any English daily. The great majority of commercial posters were small, and printed either in one color only or at the most in a coarse mixture of red and black. Protected hoardings were uncommon; the billposter plied his trade by night, and every dead wall bore the notice: "Billstickers will be prosecuted." On his journey from Liverpool to London -the ocean trip had taken fourteen days-Mr. Richards' luggage was strapped on top of the railway carriage in which he traveled.

Progress in all departments of business and of life has been so rapid that it is not easy to recognise the changes that have taken place during a part of one lifetime. In no department have the changes been more revolutionary than in advertising. Most of the stimulus has come from the United States, and Mr. Richards, who will be 73 years old on the 13th of February, this year, has been the line of communication for a good many of them.

A book of reminiscences by Mr.

Richards, "With John Bull and Jonathan," published six or seven years ago, had a wide circulation, and he has another book of recollections in the press at the present time, dealing mainly with his association with the Isle of Wight. Here, at Steephill Castle, he resides during the greater part of the year, the active part of the management of his business being delegated to his sons, John Morgan Richards, Junior, and Nelson Richards, with whom is associated their cousin, Mr. Pierre C. Richards

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### New Device in Claffin Store Copy

The Stewart Dry Goods Company, of Louisville, Ky., which is one of the Clafin chain of department stores, has begun the publication of "Stewart's World Mirror," a one-column review of fashions which is printed in the daily papers and is entirely independent of the regular store announcements. The department is written in a chatty, informative style, the usual selling talk being conspicuously absent. Though the department has been running but a short time, it has already created more than a ripple of interest.

### Court's Decision in Label Case

Insurance underwriters are much interested in a recent decision handed down in the United States court in New York, in which the National Board of Fire Underwriters was victorious in a suit brought against it by the Gutta Percha & Rubber Mfg. Company. The latter sued to prevent the underwriters from using its label system on hose, alleging that it is in restraint of trade, since municipalities refuse to purchase hose not bearing the label of the Underwriters' Laboratories, operated by the National Board, showing that it was made in accordance with National Board specifications. The court held that the plantiff failed to make out a case.

## Fire Insurance Company in Magazines

The Insurance Company of North America has begun a magazine advertising campaign for its inland "marine" policies, which indemnify against damage or loss by fire, derailment, collision, stranding or sinking. Half of a current advertisement is given over to the reproduction of a telegram, telling of a rail disaster in which a shipment was lost, and under that is the question, "Was it insured?" Then follows a description of the policy. The ad also refers to the use of coupons issued by the company for the insurance of parcel post shipments.

The
George L. Dyer Company
4.2 Broadway
New York



Newspaper Magazine Street Car and Billboard Advertising Business Literature Publicity and Merchandising Counsel

## Is There Harm in Time Guarantee on Products?

Phases of the Watch Industry Considered in Congressional Hearings

Special Washington Correspondence

SHOULD the manufacturer's guarantee as to time or duration of wear of watch-cases be

abolished by law?

This, in effect, has been the subject of a recent open forum at Washington. Representatives of a majority of the leading manufactories of this class of goods have appeared to discuss the subject before the special Congressional subcommittee, which has been holding hearings relative to the "pure fabrics" bill and other proposed legislation along the same lines. Closely linked with the question of the guaranty in these latest hearings has been the kindred one of the use and value of a manufacturer's trade-marka topic that was likewise prominent in the preceding hearings which have already been reported in PRINTERS' INK.

In opening the presentation for the watch-case manufacturers, Frank Emerich, of Chicago, explained to the members of the committee that it has long been customary in manufacturing goldfilled watch-cases to stamp in each a guarantee for five, ten, 20 or 25 years. This practice would be affected by a bill which has been introduced in the House by Mr. Goeke, and an identical bill in the Senate by Senator Owen pro-viding, among other things, for the abolition of the time-stamp guarantee. The manufacturers, it was stated, were rather indifferent as to whether or not the bill passes except with reference to certain clauses of the bill. The portions of the bill to which some of the manufacturers take exception are those which would prohibit the carriage in interstate commerce or for export of watchcases in which a guarantee as to time or duration of wear is stamped. "If the export pro-vision remains in the bill," said the witness, "it will shut us out

of the foreign market, because the foreign consumer has been educated to look for the time guarantee in the inside of his watch-case.'

HAS TIME-GUARANTEE STAMP BEEN . ABUSED?

Asked by Congressman Goeke. author of the bill under discussion. why the American manufacturers were willing to see the guarantee abolished with respect to all watches made for the home market, though demanding its retention in the case of goods for export, Mr. Emerich replied: "The time-stamp guarantee has been abused. Watch-cases of inferior quality have been foisted upon the public through irresponsible channels and have been guaranteed for wear that their gold content does not warrant. The retail jeweler desires a fair deal all around. He is willing to sell on a recognized trade-mark; perfectly willing because he knows the watch-cases manufactured by the recognized manufacturer, by the reputable manufacturer, are of a quality that will give all the wear that a watchcase could be expected to give with ordinarily fair treatment. He also knows he is subjected to competition from the outside, from those who do not observe their guarantee, and it is to protect himself against this competition, I believe, that the American National Retail Jewelers' Association is favorable to Mr. Goeke's measure.'

The chairman of the Congressional committee, having asked whether the manufacturers were willing to place the name of the maker in each watch-case produced and Mr. Emerich having replied in the affirmative, the former went on to inquire: is contended by some watch-case jobbers that they have built up a trade under a trade-mark of their own which, if this law should

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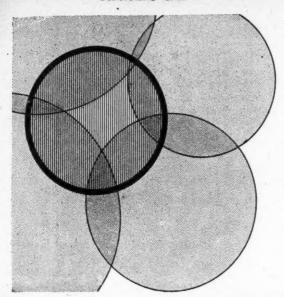
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## The Inner Circle BUYS

The outer circles represent the circulation of publications which reach from various standpoints the chemical, industrial, mining, metallurgical and iron and steel industries. They offer splendid advertising opportunities. But the operating men in these fields who sway the buying of machinery, equipment, supplies and material used in chemical and industrial plants, ore dressing mills, smelters, refineries, iron and steel works, steel foundries, and metal-treating plants—they form the inner circle—the circulation of

### Metallurgical and Chemical Engineering

Its subscribers are the executives and operating officials who say what is to be bought and see that it is bought. Don't scatter your shot. Aim for the Inner Circle—The Inner Circle Buys.

The help of a trained Service Department that knows the fields is yours to command.

### McGraw Publishing Co., Inc. 239 West Thirty-ninth Street, New York

Electric Railway Journal Electrical World Engineering Record Metallurgical & Chemical Engineering

THE millennium in magazines has not arrived, but LIFE is the Ideal Magazine of the day.

It stands close to the confidence of its readers because it has

A Purpose and Policy
A Known Reputation (The right kind)
The Wisdom of Years
The Strength of Youth
The Fearlessness of Right
Spunk and Spirit
Sympathy and Charity
and Because It's Human

Standing close to the reader's confidence is the essence of LIFE'S value for its advertisers.

Real values require no inducements or concessions. When you use LIFE your mind is free from doubt.

One rate, one method is LIFE'S policy.

Gee. Bee. Are.

LIFE'S Advertising Manager, West 31st Street, No. 17, New York B. F. Provandie, Western Manager, Marquette Building, 1537, Chicago

become effective, would be destroyed by reason of it. What do you say about that?" The witness said that in his personal opinion the point was well taken. Then persisted the chairman: "How can a general law be passed so as to exempt men who put their own names in a thing which purports to be manufactured by them, but which is not and thereby perpetrates a deception upon the public when they might as well state the truth?" For an answer the witness referred the committee to Eugene Edelstein, of Elgin, Ill., whom he introduced.

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TESTIMONY FROM THE ILLINOIS WATCH CASE CO.

Appearing in the capacity of assistant to the president of the Illinois Watch Case Company, Mr. Edelstein said that it was necessary for the American manufacturer to make an investment of, say \$100,000, before he could hope to obtain any appreciable amount of business in the foreign market. Turning to a consideration of the domestic market and the harmful competition of the fake auction sales, he said: "A reliable jeweler will stand back of his goods; a reliable manufacturer will stand back of the merchandise he sells to the jeweler. It is sold on confidence between the retail dealer and the consumer. Here is the man behind the counter. He knows Bill Jones and John Smith in his own town, and he is far better security to his customers than a factory three thousand miles away, because the customer can step in there and say: 'Bill, that watch you sold me last month has turned gray.' What can Bill do but give him a new one? Bill returns it to the manufacturer.

Congressman Goeke interposed to say that his bill "takes from the auctioneer and the cheap jeweler the talking point of the article in saying: 'This is guaranteed to wear so many years, and made by so and so, and is just as good as anything you can buy.'' Mr. Edelstein concurred in this view of the effect of the law, adding: "We do not want to encourage any sort of business to be a fake business."

The attitude of the jobbers controlling private brands—a matter on which the committee has all along manifested considerable curiosity—was the subject of an interesting colloquy while the Elgin manufacturer was before the committee.

The chairman: "The jobber is contending that the manufacturer ought not to be required to put his name on the watch-case, because that would destroy his trademark or affect its value. What have you to say about that?"

Mr. Edelstein: "I cannot see why the jobber should object to the manufacturer's name on his case, absolutely not. I think the public is entitled to have the manufacturer's name or trade-mark. There should be a means of identifying the manufacturer, because if there is any responsibility it should rest with the manufacturer. A watch-case is a matter an ordinary person cannot look through."

Congressman Goeke: "After all it is the manufacturer who makes the fraud possible, is it not?"

MANUFACTURER AND JOBBER'S NAME JOINED

Mr. Edelstein: "If you put a trade-mark in the watch-case you are going to eliminate the fraud, because I cannot put my trade-mark in that watch-case unless the watch-case is just exactly what it should be. I might say that I think it should be optional as to whether the manufacturer's name should appear or his trade-mark. We are manufacturing at the present time, for a very reputable house in this country, a line of watch-cases where we join our name with the jobber's name, and I think that is a very proper way of marking."

The chairman: "Would there be any objection and would any great injury come about by having the manufacturer's name in the watch-case, and, if the jobber wanted to put his name or trademark in there, let him do so also?"

Mr. Edelstein: "None whatever. I cannot see where the hardship would come. If the jobber is selling a line of goods which are all right, the addition of a manufacturer's name will benefit him." The chairman: "In other words, it would be a double guarantee

instead of the pretended guaran-

tee as it is now?"

Mr. Edelstein: "If you are doing an honest business why do you want to hide the identity of your merchandise? If you are selling watch-cases as a jobber all the trade knows you are not a manufacturer. The mere fact that you put your name in the watch does not stamp you as a manufacturer. Your factory is entirely under your hat. You have no factory; consequently why not add the manufacturer's trade-mark? I can see no objection from any point of view."

### ALLEGED EVILS OF GUARANTEE AS VIEWED BY RETAILERS

Roscoe C. McCulloch, of Canton, Ohio, appeared before the committee as the spokesman of the American National Retail Jewelers' Association, and, in the course of a long discussion of the evils of the present guarantee system in the watch-case trade, emphasized the claim that the guarantee is frequently accompanied by the name of a fictitious manufacturer, the real manufacturer concealing his identity and thereby leaving the purchaser (retailer or ultimate consumer) with small chance of redress. The honest manufacturer, he declared, suffered from the competition of such manufacturers, and honest retailers suffered a loss of reputation and a loss of the confidence of their customers. He also called attention to the fact that under present-day conditions not only is spurious marking of a guarantee done by some unscrupulous manufacturers, either of their own motion or at the request of wholesale customers, but in some instances such marking is done after goods have left the hands of the manufacturers-manufacturers who themselves sanctioned no guarantee and sold the goods for what they really are.

An interesting feature of the hearing was the submission by Mr. McCulloch of the affidavit of Norman L. Schneider, living at

Reedurban, Stark County, Ohio, R. F. D. No. 4, who answered a number of advertisements of cheap watches printed in various farm journals. In order to indicate the methods used by mailorder concerns in baiting innocent customers, Mr. Schneider details his experience in each of twelve cases in which he sent money for watches. Every one of the twelve advertisers who were "tested" is located in Chicago, and the Ohio victim testifies that in almost every instance the watch sent to him bears no resemblance to the one illustrated in the advertisement. The watches almost without exception were advertised as "engraved," but proved to be merely pressed or stamped. The plan of most of the advertisers exposed was to offer a watch as a premium for the sale of a number of articles of cheap jewelry, pictures or post cards. It is pointed out in the evidence submitted to the committee that a number of the accused mail-order firms are located at the same address in Chicago and that the watches sent out by six of the advertisers are practically identical in every feature, even to the designs on the cases.

### Specializing a Specialty

An interesting feature of late development is the number of manufacturers who are specializing on accessories for Ford cars. So large is the number of users of the Ford that a separate department has been created in many fac-

partment has been created in many fac-tories for the special purpose of cater-ing to the Ford owners.

Recent numbers of Motor have been carrying a "Ford Specialties Section" covering twelve pages, and including almost every kind of appliance for the

Ford car.

Among others are special spark plugs, horns, pumps, rad ators, magnetos, coils, carbureters, tire cases, an electric lighting device, and special commercial hodies.

### "There Ain't No Such Animal" For Sale

THE University of Chicago Press Chicago, Jan. 13, 1914.

Editor of PRINTERS' INK: Please quote best price of a complete file of Printers' Ink, 1888-1912. The University of Chicago Press.



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## ABOUT THE HOUSE THAT JOHN BUILT

IT was a standardized home that John built. For John had bought his clothes by trademark, shaved with a muchadvertised razor, stood in advertised shoes, and purchased a well-known motor car equipped with well-advertised appurtenances, as advertising had slowly and carefully taught him.

And so, when it came to building a home, he did not merely throw himself supinely on the mercies of an architect and order a home, as one might order a ton of coal; for that had ceased to be the custom. Advertising has wrought the change.

"Let me have Standard plumbing, and Heppes shingles, and be sure to install an American heating system, and line the wall with Compo-board,"—that is the way that the modern home was ordered, piece by

piece, each with a reputation.

Here is how one man, an Ultimate Consumer, taught a lesson to a manufacturer.

The manufacturer made building materials. He had seen the success of the sanitary plumbing and the washable wall coating advertising, and he argued wisely that he too could bid for trade direct to the consumer, and use that consumer influence on architects and contractors. He decided to educate the public to the merits of his style of wall board through an extended campaign that would make his name familiar to the army of up-to-date home builders.

The people who build homes are well-to-do family people—people who are ambitious for their own comfort—people who appreciate the luxury of a "home." He set out to reach

this market through the magazines.

One magazine, he found, reached the newsstand readers,—the floating population that read to kill time, but seldom settled down to buy. He saw no home makers there.

A second had a circulation scattered far beyond his selling field. He could not profitably sell by mail; he would not pay for waste circulation. A concentrated direct field was his best opportunity.

A third magazine had a limited interest,—it appealed only to the man of the house. A fourth talked only to the woman. The manufacturer knew that the question of building or remodeling a home was not decided by any one member of the family; it was generally talked over for months, and each member of the family came in for his or her "say." So, in going to the consumer with his product, he could not afford to overlook any member of the family.

He wanted to reach them all, and talk to them all,—not individually, but all together,—just as they would get together when they were deciding on things for their home.

And then he studied the Associated Sunday Magazines, and found a reading audience of 1,400,000 + families,—well-to-do families, the kind who build homes.

He could locate every one of these 1,400,000 + families. They live in or within convenient distance of twelve great buying centers of America, city dwellers, suburban residents, and the metropolitan-paper-reading people in 13,000 small towns just beyond.

The Associated Sunday Magazines goes to them with their Sunday newspaper at a definite moment of leisure, when they are receptive and most interested in what they read.

And the organization back of the Associated Sunday Magazines combines strength, quality, and interlocking good will, built

around the readers of these twelve long established papers:

Chicago Record-Herald
Pittsburgh Post
Detroit Tribune
Rocky Mountain News

Chicago Record-Herald
New-York Tribune
Minneapolis Journal
Washington Star

Philadelphia Press
Boston Post
Buffalo Courier
Baltimore Sun

—a compact but extensive audience of readers and a market in itself. It is not a new field. Dozens of national advertisers, he found, had been using this field to advantage for years.

He would settle his own sales problems through this medium. He mapped out his year's campaign, taking space in the Associated Sunday Magazines. On the basis of quantity and quality, of location, he also selected several other mediums.

At the end of the first season this advertiser found that the Associated Sunday Magazines and one other had been by far the best from every standpoint,—from the standpoint of dealer influence; from the standpoint of consumer influence.

Last year this advertiser continued his campaign with a much larger schedule in the Associated Sunday Magazines. The results have been excellent.

Consumer influence among 1,400,000 + families—concentrated in and around twelve of America's great buying centers—is the force that works directly on his largest and best customers.

The Associated Sunday Magazines is the force that moves his product.

## ASSOCIATED SUNDAY MAGAZINES, INCORPORATED

1 Madison Avenue, New York City Record-Herald Building, Chicago, Ill.

### Dealer's Attitude Toward Fixed Prices

U. S. Chamber of Commerce Attacks Oldfield Bill at Second Annual Meeting—What an Inquiry Among Retailers Disclosed— What the Chamber Is and What Service It Aims to Render

Special Washington Correspondence

SEVERE denunciation of the Oldfield bill which strikes at the principle of price-maintenance is the leading feature of the report to be presented at this week's meeting of the Chamber of Commerce of the United States by its standing committee on patents, trade-marks and copyrights. One entire day of the three-day meeting of this national business organization had already been set aside for the discussion of the subject of "The Maintenance of Resale Prices,' and it is expected that this report will tend to give even greater scope to the discussion. PRINTERS' INK has been furnished with an advance copy of the report on patents and trademarks, and is thus enabled to give the subject matter to its readers simultaneously with its presentation in the convention at Washington.

PRESENT LAWS DECLARED ADEQUATE

Discussing the history of the Oldfield measure the report says: "That the present laws are in a large measure adequate to protect the rights of the inventor on the one hand and of the public on the other, without imposing onerous burdens or great expense upon either, and that there is no widespread or popular demand for the enactment into law of the radical changes and curtailment of remedies provided by this bill is evidenced by the fact that only a very few persons appeared before the committee on patents of the House advocating the passage of the bill as at first drawn and presented, but similar in some respects to the one later under consideration. Of the few who appeared not one was able to give an instance of the alleged evils the bill was designed to correct."

Dealing specifically with the limitations placed by the Oldfield bill upon the right to enforce restrictions on the sale or use of patented articles this report says: "The evils stated to result from the restriction of the use or of the retail price of patented goods do not, as a matter of fact, exist and none of those who appeared before the committee attempted to give any reason for preventing them or for limiting the remedy. On the contrary it was shown by them conclusively that trade is governed entirely by the law of supply and demand, which cannot be altered by individual effort if the distributing or purchasing public does not desire.

"If the goods are of sufficient merit to make it desirable to handle them only under the restricted conditions, this is due to the fact that they are superior to others, because of the ingenuity of the producer. The restriction of conditions of use and sale is a question of the 'distribution' of the particular manufacturer's goods, and is not one in which the public is interested. That the retail dealers are heartily in favor of having the manufacturer of patented goods maintain a fixed retail price is shown by the fact that in a canvass of thousands of dealers handling a certain product more than 90 per cent were in favor of it as against the policy of permitting the retailers to sell the goods at any prices which appealed to them at the moment, and it is significant that there was no evidence offered by the patent committee to offset a situation of this kind.

ADVANTAGE TO PUBLIC OF MAIN-TAINED PRICES

"The advantages to the public, however, as well as to the manufacturer, by his control of the market which he alone has created, may be briefly stated as follows: When the manufacturer has educated the public, at great expense, to use his products he naturally wishes to have his goods handled by as many dis-

tributors as possible, and in the case of restricting the retail selling price, wishes to have all the dealers make the same profit, so that there will be no inducement for, say, a large retail concern to handle the goods for a short time only at a reduced price, in order to draw customers to whom other goods are to be sold at an increased profit, and in this way discourage the smaller dealer from handling the goods or increasing his trade in them.

From the manufacturer's and dealer's standpoint his goods are advertised and are known by many to have a known value. If not prevented by a fixed price, the department stores and mail-order houses will, inevitably, use his goods because of their real or advertised value, as 'bait' in 'cutprice' sales and the market is quickly brought to a level where there is little or no profit. The dealers cannot afford to handle the manufacturer's goods unless they can make a fair profit, and gradually they stop buying the goods. If the dealers stop buying the manufacturer must make fewer goods, and if he does, every piece will cost more. If they cost more, the manufacturer must either receive more for the goods or give less value, and this means a higher cost which in the last analysis the consumer has to pay.

"It is singular that about the only person who appeared before the Oldfield committee in favor of the prevention by legal enactment of price restrictions was the representative of one of the largest department stores in the country, which has been frequently sued by patentees for infringement by selling patented goods for less than the price fixed by the patentee, and in every instance an injunc-tion and a decree for damages and profits had been awarded against them, and this representative frankly stated that his client's hope was to sell goods having a recognized merit and which were well known at cut prices in order to bring custom to the store so that other goods on which it made a greater profit could be sold.

"A moment's consideration will

show that any legislation which impairs the ability of a manufacturer of a meritorious article to maintain a high standard for his goods and increase their distribution, or which inevitably results in imposition upon the public, does not tend to promote the sciences and arts, but rather to arrest progress and legitimate trade."

### ONLY REMEDY WOULD BE THROUGH STATE COURTS

A telling point is made by the committee when directing attention to the fact that under the Oldfield bill a patentee's only remedy for the infringement of his rights would be by an action in the State courts, presumably for violation of an assumed contract. Pursuing the subject, the report says: "It has been said that the patentee may have his remedy by bringing suit for violation of the 'contract' not to use, make or sell otherwise than as permitted by the licensee, but the practical difficulty is that a situation like that in the Dick vs. Henry case is liable to arise where the one who violates the alleged 'contract' is an irresponsible typist and the real infringer is the responsible manufacturer who sold her the paper and ink for the purpose of having her use the pat-ented machine in a manner she was not permitted by the patentee to do."

Summing up its consideration of the Oldfield bill, the committee declares: "The passage of any such bill would be a menace to the patent system under which our country has prospered; would result in no benefit to the public at large; would enormously increase expensive litigation, and would cause unnecessary restrictions upon the manufacturing interests of the country without any corresponding benefit."

Amendment of the Kahn act is recommended in the report. A Court of Patent Appeals is favored in order to do away with the condition whereby a patent may be declared valid and infringed in one circuit court and held to be invalid in another,

Likewise does the committee favor an expert commission to Investigate patent laws and urges that no other patent legislation be enacted until this commission has made its report. In the preparation of this report for the Chamber of Commerce the committee on patents, trade-marks and copyrights was divided into three groups of five men each and meetings were held respectively in Rochester, Washington and Detroit, all three groups concurring in the report as presented.

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### THE PURPOSES OF THE ORGANIZATION

The Chamber of Commerce of the United States was organized two years ago. Elliot H. Goodwin, general secretary, thus describes its development and work: "Prior to April, 1912, there was no national chamber. It was organized at that time out of the National Commercial Conference called by President Taft and Secretary Nagel to consider ways and means of bringing all the business men of the country without regard to politics into more intimate touch with Government affairs. The answer to the question whether such a national chamber would meet the national need is found in the fact that 488 organizations, national, state and local, some interested in definite trades, others in community promotion, and others in specific business lines-as, for instance, advertising-are now federated in the Chamber of Commerce of the United States and prepared to set forth in composite form the business opinion of the nation through such a federation. The actual individual membership of these federated organizations is more than 222,000 firms, corporations and individual business men.

"Subsequent to organization in 1912, some months elapsed in preparing the lines of work of the organization and it was only by August, 1912, that the Washington office was fully equipped, therefore the growth of the national chamber has come in the very brief period of eighteen months.

"Its method of direct service to its organization members and to individual, non-voting members, of whom there are now about 1,400, is mainly in the direction of printed matter prepared by the chamber. This takes the form of general bulletins, relative to matters of immediate moment to business, legislative bulletins which mention and abstract all proposed national legislation affecting business and which follow up the progress of a bill from introduction to passage, and through The Nation's Business, a periodical devoted to the broad constructive features of the nation's development and also devoted to stimulating organization activity throughout the nation by the dissemination of facts of achievement in various cities which are worthy of duplication in other cities. In addition, the national chamber has a bureau of information which is available to its membership."

### Brewers Combine to Advertise Purity

An interesting co-operative educational campaign for beer is being carried on in Baltimore by the G. B. S. Brewing Co., Geo. Gunther, Jr., Brewing Co., Geo. Gunther, Jr., Brewing Co., Geo. Brehm & Son and Frank Steil Brewing Company. These four firms sign their names to the copy. The object is to give the public a clear idea as to what beer really is. An effort is being made to prove the food value of pure beer by analyzing the products that enter into the composition of the beverage. Pictures of corn fields, barley fields, and hop vines form the illustrations. By giving the public a complete knowledge of the ingredients it is hoped to prove the purity and wholesomeness of beer.

### Novelties Being Used in Coffee Campaign

The Dannemiller Company of Canton, O., is advertising Dannemiller's Royal Blended Coffee in the newspapers by offering a free miniature rug with each pound package. The rugs aresimilar to those given away with cigarettes. They measure four and one-half by two and one-half inches, and represent the different colleges in this country. Since the cigarette people started a fad of saving miniature rugs with which to make couch covers, den draperies, etc., the Dannemiller Company believes the rug will induce people to buy Royal Blend Coffee. In the city where the advertising appears a house-to-house demonstration is being made.

# The Good-Will Campaign of a New Public Service Corporation

By G. D. Crain, Jr.

A PUBLIC service corporation advertising campaign which is out of the ordinary in a good many ways is that which has been put on during the past few months by the Louisville, Ky., Gas & Electric Company. The conditions under which the campaign was undertaken, and the practical objects which it was designed to achieve, are such as to give it more than the usual amount of interest.

The public service corporation may advertise to acquire good will, or it may advertise for business. In this case both were desired, and both were advertised for. The campaign has really been two advertising efforts in one, the good-will publicity being started first, and the direct-results copy being run after the first section of the campaign had been fairly launched. Though it is too early yet to tell what the ultimate result will be, officers of the company profess to be more than pleased with what has been accomplished.

### A DIFFICULT BEGINNING

The conditions leading up to the campaign were such as to make the matter of advertising rather difficult. The Louisville Gas & Electric Company is a corporation formed by the consolidation of the Louisville Lighting Company, the Kentucky Electric Company, and the George G. Fetter Light, Heat & Power Company, on the one hand, and the Louisville Gas Company and the Louisville Gas Company and the Kentucky Heating Company on the other. It is in absolute control of the gas and electric situation in Louisville, and was formed in spite of opposition from the municipality, which was finally terminated by an agreement covering the terms under which the consolidation should be consolidated. permitted. Many citizens still feel that a bad bargain was made, and that the company has been permitted, in return for furnish-

ing cheap natural gas, to charge a higher rate for electricity than is fair. At all events the company is now charging more for current than any of the competing companies formerly got, and a good part of the public has been kicking strenuously and making threats of seeking to unscramble the merger egg.

H. M. Byllesby & Co., of Chicago, own the Louisville properties. This concern owns and operates public service plants in a large number of cities, and is generally regarded as representing the most progressive ideas that are being put forward in that business. Gen. George H. Harries, who was made president of the Louisville Lighting Company and the Louisville Gas Company



COPY TO REACH THE THOUSANDS OF HOMES THAT WERE NOT WIRED

when they were acquired by the Byllesby interests, and was elected president of the Louisville Gas & Electric Company when the merger was finally accomplished, is a former Washington newspaper man, a believer in publicity, consequently favors taking the public into the confidence of the com-

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# Somebody has to tell the truth to make lying profitable

If you are an advertiser with a wide experience in the claims of competing agents and a discouraging lack of actual performances, do not say as David said, (in his wrath) "All men are liars!"

Consider rather the following incident: An advertiser said to one of our men, "Your talk sounds just like that of all the other agency men; you all promise the same things. I have already had two of the largest agencies in the country—who have failed and I am hopelessly discouraged and at sea."

Our representative replied: "What you need is an agency that will do what the other fellow says!"

We got (and still have) the business, on that basis.

F. Wallis Armstrong Company Philadelphia pany as far as possible. It has been his job to make the merger organization persona grata to that portion of the public which has continued to grumble about "highway robbery,"

acquire it in the best possible way
—by giving the best of service at
as low prices as possible—the result will be achieved much more
rapidly than by sitting silently
while its motives and its plans



## Introducing a New Trademark To the People of Louisville

Trademarks are valuable both to buyer and seller when they stand for something definite and something of quality.

The new trademark of the Louisville Gas and Electric Company willstand for a service, rendered in the apirit, not of exploitation, but of parimarable.

In this partnership the people contribute (for a consideration) permission to use the streets for the cheapest and most convenient delivery of electricity and gas, and they contribute the market for these products.

The company provides the capital; great manufacturing plants and systems of transmission and distribution; commercial ability and engineering kill, and assumes the inancial risks. Both parties have a right to aspect to praise, reasonably from this arrangement. Both will grow and prosper in proper in proper in the faculty of Lonizville,

The adequate discharge of its obligations by the company will greatly help the material advancement of Louisville and, therefore, the welfare of every citizen.

Fair treatment of the company by the public will promote the same ends, and enable the company to perform its part creditably in the joint community effort essential to progress.

This new trademark will stand for electric and natural gas service of the finest kind just as quickly as careful planning, good engineering and the eapraditure of capital can make it possible.

Normaly shall this trademark stand for service of the highest grade at prices far lower than those prevailing throughout the country, but it also represents service bleasantly and convicently rendered.

It shall represent a service for all the people, recognizing no lines of party, race, class or religion—the same grade of service for the humble cottage as for the mansion, charged for, without discrimination, according to the same low rate schedules.

Our new trademark is intended to symbolize a broad, fair and constructive interpretation of the relations which should pevail, and which can prevail, between the public and the Louisville Gas and Electric Company.

Time and experience are necessary to put vitality into this trademark. Our best efforts and your friendly cooperation will be needed.

The people and the Louisville Gas and Electric Company are partners.

### Louisville Gas and Electric Company

George H. Harries, President.

THE NEW TRADE-MARK, AND WHAT IT STANDS FOR, AS EXPLAINED IN A NEWSPAPER AD

"hold-up methods," and all that sort of thing.

Obviously, the company needs good will. Obviously also, the company cannot get it merely by advertising. But it believes that telling the public frankly that it wants its good will, and means to

are construed or misconstrued, depending on the temper of those who regard it.

The publicity department of H. M. Byllesby & Co. was put to work on the problem, and William H. Hodge, manager of the department, in collaboration with

General Harries, evolved a plan ible way for a trade-mark and a slogan. rvice at Here were two familiar parts of -the rethe equipment of a modern busih more ness that public service corporasilently s plans tions have not utilized. corporations, possibly, could not use them; but the Louisville Gas & Electric Company desired to have a symbol that, with continuous use, backed by good service, would come to mean a great deal more than could be compressed into a few words. Also, it desired to have a slogan which, like

> policy of the company. The trade-mark consists of a flaming sun, on each side of which is a flaming torch. The name of the company is inscribed across the sun, the best possible representation of energy, which may be translated into either light or power. At the bottom of the trade-mark is the slogan,

> the advertising phrases which

have become familiar to the coun-

try, would hit off in a flash the

'Your Partner."

In introducing its trade-mark, which the company did in quarter pages in the daily newspapers, the statement was made that it is to stand for service, rendered in the spirit not of exploitation, but of partnership, and for service pleasantly and courteously rendered. The advertisement, which was written in a serious, dignified and altogether impressive manner, concluded with these words:

"Time and experience are necessary to put vitality into this trade-mark. Our best efforts and your friendly co-operation will be

needed.

"The people and the Louisville Gas & Electric Company are partners."

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The next announcement was headed, "The People are Entitled to Good Service," and described the things the company had been doing to bring this about, including the enlargement of power plants, the construction of a long pipe line for natural gas, and other important improvements which it was suggested could be undertaken only by a strong centralized body. Pointing out that these big projects require time for completion, and reminding the public of its promise as to the best possible service, the company closed its announcement with the following:

"In the meantime the friendly co-operation of the public will speed the realization of our am-

bitions."

### SEASONABLE COPY AT CHRISTMAS

The third advertisement appeared just before Christmas, and was appropriately devoted to a discussion of good will. In this announcement the company continued to impress the fact that it was earnestly striving to win good will, and that it was taking its partnership seriously. It acknowledged its responsibility to the people, and pointed out that its success would mean increased property values and increased well-being for individual citizens.

"We realize that we have obligations to the people which cannot be ignored," said the company. "We propose to discharge these responsibilities creditably and always in good faith and good

will."

"If You Have a Complaint Bring It Direct to Us," and "Acts to Back Our Words" have been captions of the last two advertisements, the heading suggesting the character of the announcements. In its discussion of complaints the company pointed out that some errors would inevitably be made, and asked that its office be visited with complaints, assuring the public that they would be given attention and the results would follow.

"Five minutes spent in our office will get results for customers where five hours' discussion with your neighbors will lead to nothing except toward depriving us of the good will which we need in order to serve the public to the best of our ability," said the

"Justice to yourself and your company-partner requires you bring your complaints direct to us."

The fifth ad of the series, the company announced, would be the last on the subject of its policy.

It closed by pledging itself "to cause our trade-mark to represent all and more than has been promised for it."

### EFFECT OF THE CAMPAIGN

Each of these ads has been headed by the trade-mark, which is rapidly becoming familiar and therefore significant, and each ad has had its effect. This is shown in the fact that the number of newspaper reports concerning neighborhood meetings to protest against increased electric light rates is growing smaller, and the company is beginning to be taken more as a matter of course. Naturally, General Harries and the other officers of the company did not expect to win the public over in a few months and by a few newspaper announcements; but they believe that the ads have done something to create a more friendly spirit toward the new corporation.

An interesting feature about the ads is that instead of being run in all the papers the same day, they ran in the papers on successive days. Thus those who read more than one paper got successive impressions, and the effect was spread out, instead of being confined to one day. The ads ranged in size from three columns by ten inches to a quarter of a page, the former being the

smallest run.

About the time that the Christmas announcement of the company with relation to its "good will" policy was run, the company started a house-wiring campaign, which was initiated with half-page announcements calling attention to the fact that 40,000 homes in Louisville are not equipped for electric lighting, and making an offer to have wiring installed and fixtures provided, the cost to be distributed over twelve months, and the payments to be made with the monthly lighting bills. The economy of the installation was pointed out, and the convenience and general desirability of electricity for lighting was stressed.

"Wiring and fixtures all complete, \$10 to \$60," was made the keynote of the campaign, in order to impress upon the public the fact that the cost of electrical installations is much less than the

average person supposes it to be. This ad has been followed by others, describing in detail the features set forth in the first big announcement. Incidentally, the new trade-mark, which had had a good introduction to the public by that time, accompanied each announcement, and carried a lot of meaning with it. The house-wiring campaign, of course, is being pushed aggressively by house-tohouse canvassers, the force of the new business department being increased, and during the next year the company will give a large part of its effort to getting residence business. E. L. Callahan, head of the new business department of H. M. Byllesby & Co., was brought to Louisville and put in charge of the campaign, which he is now directing.

Mr. Callahan said recently that the advertising is bringing results, and that already a considerable amount of business has been secured. Newspaper advertising will continue to be run during this campaign, and is expected to play an increasingly important part in the work of winning new customers for the company.

By creating a trade-mark which is to be made an important part of all of its publicity efforts, and by working out an interlocking campaign based on good will and then turning to direct results, the company has played a few cards new to the public service advertising field; and judging by results they are trump cards.

### Postage on Letters with Blind Addresses

In answer to a recent query regarding the remailing of letters sent in response to advertisements, Postmaster Morgan of New York issued the following statement:

"Regarding the question of remailing letters originally sent in answer to ad-vertisements care of a publication ad-dressed to a number or in some similar indefinite way, when such letters are remailed addressed to some specific indi-vidual or concern they are subject to a new prepayment of postage."



### Allow Me To Say

"Allow me to say just a few words on the stand Collier's takes with regard to new literature. Collier's is among the foremost journals as a discoverer of new treasures of literature and new writers, I mean foremost among the first-class magazines and periodicals. Other leading literary magazines never dare to leave 'the beaten path of famous authors," consequently the reader misses in them that freshness and delight of discovery which the wider sympathy and vaster vision of Collier's will prepare for him." \*

# COLLIER'S The National Weekly

A. C. G. HAMMESFAHR ADVERTISING MANAGER

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<sup>\*</sup> From a subscriber's letter

### Dailies and Magazines Increase in Number

Field for All Kinds of Publications, with One Unimportant Exception, Continues to Broaden — Most Gains in New England, New York, Southern States and Pacific Slope

ALL kinds of newspapers and other periodicals, published in the United States, gained together last year, with one unimportant classification excepted, according to the figures presented by N. W. Ayer & Co.'s American Newspaper Annual and Directory for 1914, just issued. The monthlies, which showed a net loss of six last year after a net gain of 77 the year previous, resumed their former habit and registered a net gain of 27. The number of daily newspapers is seven more than last year.

The total number of publications of all kinds in the United States listed by the Annual and Directory is 22,977, a gain of 122; and in Canada, 1,550, a gain of 24. The total number of publications of all kinds in both countries, including territories and dependencies, therefore, is 24,527. Of these 1,574 are new publications. The suspensions and consolidations during the year make the net gain 146. There were started every working day, that is to say, more than five publications, but the net gain was only two a week.

It may interest our readers to compare these figures with those for Great Britain given in the new 1914 edition of Mitchell's Newspaper Press Directory. This shows that at the present time there are 2,540 newspapers in the United Kingdom, London possessing 468, 27 of which are morning dailies and seven evening dailies; the English and Welsh provinces account for 1,578, of which 46 are morning and 81 evening papers; Scotland has 252, including eight morning and ten evening dailies; and the British Isles 17, of which five are dailies.

The number of daily newspapers listed in the United States is 2,483, a gain, as noted, of seven. The gains were in the New England states, three; New York four; Southern states, three; Pacific states, five. The Middle Atlantic states lost five and the Western states three. The Middle West and the outlying Territories stood still.

Canadian figures for the dailies are a total of 163, a net gain

of six.

The weeklies stand 34 greater in number than for the previous year, the total number being 16,266. All of the gains were in New York, 43; Southern, 21; Pacific slope, 54, and outlying territories, three. The losses by sections are: New England, 16; Middle Atlantic, ten; Middle-Western, 36, and Western, 25. Canada and Newfoundland gained four and now have 1,057 weeklies.

The monthlies now number 2,879, a net gain, as stated, of 27. The gains show in New England, eight; New York, 23; Middle Atlantic, one and Pacific slope, 13. The losses are sustained in these sections: Southern, eight; Middle Western, four; Western, four; outlying territories, two. In Canada and Newfoundland, the total number of monthlies is 227, a net gain of ten.

It is interesting to note that the smaller classifications as of semiweeklies, fortnightlies, semimonthlies and quarterlies have reversed their tendency to diminish in number. The semi-monthlies registered the large net gain of 34, practically all of it being made in the Southern, Middle Western and Western States. The quarterly gains, on the other hand, were made chiefly in New York, the Middle Western and Western States. The only loss in the ten classifications was that of the bimonthlies, a net of eight.

Each of the 24,527 newspapers and periodicals listed is described in ten distinct items, including the circulation rating and the population figures for the town where it is published. The towns covered are 11,629, an increase of 100. This

includes both countries.

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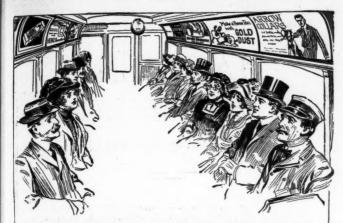
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# One Medium That Reaches All Classes

EVERYBODY reads street car advertising the Wage Earner and Capitalist, Democrat and Republican, Presbyterian and Episcopalian, the American and foreigner,—men, women and children.

Street car advertising gets to the public all around town, day and night. This is a circulation not sought with premiums, but one which, by necessity, seeks the medium.

People will go to work—will visit—will shop—will attend theatres—which means people must ride on the street cars.

The abolishment of street car lines would mean the crippling of business.

The use of street car advertising will mean the increase of your business.

# Street Railways Advertising Co.

First National Bank Bldg. Chicago HOME OFFICE
"Flatiron" Building
New York

WESTERN OFFICE Crocker Building San Francisco

# MAX BEHR

# To Edit a New Monthly

To be Published by Town and Country

This monthly, to be called GOLF ILLUSTRATED AND OUTDOOR AMERICA, will be in the hands of its subscribers and on the newsstands on the 25th of March. Mr. Behr is so well known to golf enthusiasts that it seems hardly necessary to say anything about his ability to edit the kind of golf magazine that TOWN on the game. He was the runner-up in the Amateur Championship and is the holder of the New Jersey title. With the limited facilities at his command he greatly improved the publication Golf in the short time he was with it. With the facilities at his command now, GOLF ILLUSTRATED AND OUTDOOR AMERICA will without doubt meet the long-felt want for a complete and satisfying golfers' paper. Every year sees thousands of new converts to this popular game, and no other sport has such an immensely wealthy following. GOLF ILLUSTRATED AND OUTDOOR AMERICA, backed up by the prestige of TOWN & COUNTRY, bids fair to be a success from the start. On our staff of writers will be C. B. Macdonald, Horace G. Hutchinson, Jerome D. Travers, Francis Ouimet, Harold H. Hilton, Charles Evans, Jr., John G. Ander-son, G. Herbert Fowler, the Hon. R. S. Weir, Bernard Darwin and Arnold Haultain, who certainly need no introduction to this country. In the March issue we guarantee a circulation to the members of the leading golf clubs of seventy-five hundred copies, for April and May ten thousand each. For the present the advertising rates will be \$100 a page, 20% discount for twelve insertions in the year. Special position rates on application. It will be a "flat" magazine about the size of "The Independent."

All copy and orders for the April number must be in our hands by March 15th.

THE STUYVESANT COMPANY, 389 Fifth Avenue, New York.

Certain helpful changes have been made in these items. Instead of giving the number of pages for each publication, a detail which varies frequently and is but of little value to the advertiser, even when constant, the volume now gives the width of the columns expressed in pica ems. In place of the paper page, the type page is now given.

A new set of maps lends special value to this new edition, the larger and more thickly settled States and provinces being divided into two, three or four doublepage sections, thus doing away with the confusion and incompleteness inseparable from maps drawn on too small a scale. Information respecting the States and towns, as to population, industries, banks, railroads, etc., is given under State and town headings.

The special classifications of publications naturally gains with the general increase. There are 215 of these lists, covering every line of business activity or social effort-agriculture, religious, secret society, foreign language, etc.

The statistics on which the Annual and Directory is based are gathered from returns made by the press of the country and are analyzed, verified and compiled by a staff of workers employed on such work throughout the year. They afford a comparison of the condition of the press as compared with the previous year.

The feature of auditing and certifying newspaper circulation has been increasingly developed.

### Simler Joins W. P. Colton Co.

W. E. Simler, for the past two years advertising manager of Smith, Hogg & Co., advertisers of "Eden Cloth" for a number of years, severed his connection with that firm on January 31. to associate himself with the Wendell P. Colton Company, New York.

Previous to Mr. Simler's connection with Smith, Hogg & Co., he was with the Dry Goods Economist for three years.

### Vittum, Advertising Manager of Jaynes' Drug Chain

H. D. Vittum has been appointed adretising manager of the Jaynes Drug Co., which operates the New England division of the Riker-Jaynes and Riker-Hegeman chain of drug stores.

### Definition of Two Words

PHILADELPHIA, Jan. 20, 1914.

Editor of PRINTERS' INK:
May I ask you to consider the following as a definition of advertising:-

lowing as a demnition.

Impersonal salesmanship.

Impersonal salesmanship. In weighing this definition from many angles I find it fills the bill. That form of advertising which only attracts attention is in itself performing one of the elements of a sale. As advertis-

ing and salesmanship converge, I draw the distinction between the two at the point where personal address becomes general or impersonal. I take it that an individual letter,

written to effect a sale, is salesman-ship, while a circular letter, written in the same spirit is impersonal and in so much, advertising.

PHILIP KIND, OF S. KIND & SONS.

### A Synthetic Definition

GREAT BARRINGTON, MASS., Jan. 19, 1914. Editor of PRINTERS' INK:
May I submit what I believe to be a concise, pertinent definition of advertising:

Advertising—all effort, both literary and spoken, which is intended to in-fluence people to obtain a commodity or service.

I have read all of the definitions of I have read all of the definitions of advertising which have appeared in "P. I.," and think they are good. If we are after a definition which shall apply equally in all cases, it seems to me that the one selected should be a sort of synthesis of all the various angles of advertising. I have tried to make my definition meet this requirement.

CHARLES E. SMITH.

### A Non-Academic Definition

ADVERTISERS ART SERVICE

CHICAGO, Jan. 17, 1914.

Editor of PRINTERS' INE:

I note several elaborately academic definitions of the word "advertising" in your magazine during the past few weeks. Perhaps you won't mind if I take a shot at the thing, in plain

language—thus—
Advertising is a salesman that does not drink, smoke or chew—sober, steady and reliable. Neither does it take valuable time (that someone has a salesman for the pales and comto pay for), going to a place and com-

ing back.
There—that's off my mind!
H. Archer Wilde.

### McIntyre Appointed Secretary

George McIntyre, manager of the sales and promotion department of the Newark Sign Company and the Newark Poster Advertising Company, has been ap-pointed secretary of both companies. T. F. J. Kelly, formerly secretary of both companies, has been promoted to treasurer.

Thos. H. Child has been appointed manager of the New York office of Vickery & Hill to succeed C. D. Coleman, who resigned January 1.

# How the Rexall Advertising Is Made to Pay Its Own Way

Based on an Interview with LOUIS K. LIGGETT, president, the United Drug Company, Boston, Mass.

F there be any left of the careful tribe of those who doubt whether national advertising really pays, they may take heart from the experience of the United Drug Company at Boston, proprietor of the Rexall Remedies, and the Liggett chain of drug stores: a concern whose stock is held by more than 7,000 retail druggists in this country and in Great Britain. It may still look to some like a doubtful enterprise to spend \$10,000 for a double-page spread to advertise commodities which are to be had only at local drug stores, without any method of ascertaining the number of people

vertised goods, and manifest themselves in the form of local advertising over dealers' names.
Louis K. Liggett, president of

the company, outlines the system

as follows:

"Our advertising centers about the exploiting of our trade-mark, 'Rexall,' chiefly in connection with a group of about ten products. In the very first year of our history (1903) we picked out a small group of products (six at first, afterwards increased to ten) on which we should concentrate our advertising efforts. And so, while we have something like 200 products in our drug department alone,



ATTRACTIVE NATIONAL COPY FOR REXALL STORES AT CHRISTMAS

who are actually influenced by the advertising. Most national advertisers are convinced that their advertising pays, but it is not always easy to convince the skeptic who wants to see the "di-rect returns." The United's sysmost of the advertising activity is centered on these few.

"The main points in our advertising plan, as we now run it, are something like this:

"First: The advertising departrect returns." The United's system ought to come pretty close to demonstrating the fact, because the results of its national advertising are figured in terms of net with the entire output of these profits from the sale of the adIs

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THE printed-matter people talk about is always backed by an idea and "fronted" with an ideal.

# Strathmore Quality Paper

represents this ideal medium for the expression of your Big Idea. And if the Big Idea isn't readily forthcoming, perhaps a glance through the cleverly designed and superbly printed Strathmore Sample Books will help.

Ask for any or all of the following groups:

No. 1. Writing Papers.

No. 2. Deckle Edge Book Papers.

No. 3. Cover Papers and Bristols.

No. 4. Announcement Stocks.

STRATHMORE PAPER CO. MITTINEAGUE, MASS., U. S. A.

The sales department charges the advertising department with its expenses for handling them. The proper share of overhead and general expense is then charged against the advertising department, and, last of all, it adds its own advertising expense.

"Second: It is the work of the advertising department to advertise these products and make the resulting sales yield a gross profit, which will cover all cost and expense and leave something for

dividends.

"Third: These products, when ordered by the retailer stock-holder of the company, are charged out to him, and a record is kept of these sales and the net profits on them. These, taken in connection with the size and character of the market covered by the retailer, form the basis for an allotment of the net profits of this department. In the first year of his membership all of the net profits on each man's business, and in subsequent years a substantial share of them, go back to him.

"Fourth: These profits go back to him, not in the form of cash, but in the form of space in his local paper. The local dealer-stockholder has a good deal of liberty in choosing which of the products he is handling are to be advertised in this space, and he has some latitude in the matter of copy. It is stipulated by the company, however, that certain Rexall products—either one or more of the 'ten,' or, in some cases, one or more of the 'trailers'—shall be advertised, and of course the local member's name is made conspicuous.

"Fifth: Meanwhile, national campaigns—usually confined to one of the 'ten' for several months at a time—are being carried on in the magazines and elsewhere, so that, presumably, every dealer gets the benefit of this general advertising according to his selling

ability.

"Sixth: We publish a houseorgan for our dealers, called Rexall Advantages, and this has developed into quite a valuable means of keeping the

means of keeping the Rexall dealers informed about what is going on in the company. We also publish a paper, Rexall News, for circulation by the stores, under their own names, among custo mers. And this Rexall News has proved itself a capital help to our newspaper and general publicity."

The old question as to whether advertising should be charged up as an investment or as expense does not trouble the United Drug Company to any great extent. The whole burden of selling the trade-marked lines is put squarely upon the advertising department, and it is absolutely obliged to show a tangible profit from the advertising. because to all intents and purposes the de-



STRIKING COPY EMPHASIZING YEARLY OUTPUT

partment is running a separate business. It is *charged* with the goods, and it must *sell* the goods.

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Mr. Liggett places great emphasis upon the advantages derived from the co-operative system followed with respect to the local dealer-stockholders. Each dealer retains his individuality in dealing with consumers, yet the power of the organization is so great that the company can obtain almost as great an advantage in dealing with its sources of raw material as if it were purchasing for a system of chain-stores. In

this connection he said: "A few weeks ago we had a meeting here in Boston of our 'sources'-the people from whom we buy the raw and partly finished materials for our factories, and also our machinery. There were nearly 200 of them, including the first man from whom we ever bought a pound of stuff. We brought them here to tell them three things. First: Our purchases from them have grown rapidly, but we can safely predict that this is only a beginning. Second: We want them to make a decent profit on all they sell to us. We will not let any man sell to us at a loss. It is bad for him and for us. But we do not want what we buy from them to be taxed with costs of selling when our purchases are so made that they involve no selling cost. Third: We want them to remember whenever possible, our business comes to them in their times of slack production-and that it is part of our fixed policy to make it reach them then-so that we can help them avoid uneven rates of production as a cause of waste. And we want to share with them the saving made by avoiding it. In all three of these things we are merely making the best possible use we can of power that belongs to us because we are individuals working together for a common end."

The importance of the national advertising of the Rexall trademark in accomplishing that end should not be underestimated. In reality it is the most vital factor in the system, because it is the

factor which reaches the consumer. There are any quantity of co-operative plans between manufacturers and dealers which look well on paper, but if they are not extended to include consumer interest and consumer patronage they are mighty little better than the older system they are meant to supersede. Mr. Liggett puts it in a nutshell when he says:

"The consumer will not patronize a Rexall store because of what the Rexall system may mean in modern distribution. But he will patronize it because of what Rexall has come to mean to him; such as the quality of the goods which bear this name, and the service which goes with them."

The utter futility of the endless argument as to which is better, national or local advertising, ought to be apparent from the forego-The United Drug Company has a peculiar relationship with its dealers, but its fundamental problem is no different from that of any other manufacturer who sells trade-marked goods through the medium of local dealers. must sell its goods, and make known its trade-mark as a basis for future recognition of the goods. Mr. Liggett illustrates the point when he speaks of the trademark as "the tie that binds our customers to the system, and one of the strongest means of holding together the system itself." national advertising and the local advertising stand each on its own merits, and each performing its function. That they are interdependent and supplementary is made unusually evident because of the organization of the advertising department.

So far as the present writer knows, it is a unique arrangement to pay "dividends" in local advertising based upon the results from a national campaign. But it is a recognition of the importance of both forms of publicity, and of the fact that they are supplementary and not antagonis-

Mr. Liggett regards his cooperative system as an answer to the retailer's problem of the everincreasing cost of doing business

on the one hand, and, on the other, the impossibility of raising prices to meet it. Whatever may be said about it on that score, it is pretty certain that he has demonstrated the ability of an advertising department to shoulder its own burden and to pay its own

### Guarantee with Backs Bond

HE Buckeye Engine Co., of Salem, Ohio, has hit upon a novel idea for strengthening its guarantee of fuel consumption as applied to its engine, the Buckeyemobile. Guaranteeing an engine's performance is, in itself, nothing out of the ordinary; but bonding the fuel consumption of an entire power plant is a step in advance, and doubtless possesses extra value as an advertising feature.

The proposition is presented by the company in its technical ad-



BOND USED TO GIVE ATTENTION VALUE TO TECHNICAL AD

vertising as follows: "The fuel consumption guarantee of every Buckeye-mobile is covered by a \$10,000 bond (of the Fidelity and Casualty Company, of New York) calling for a forfeiture of \$1,000

for every one-tenth pound of coal required per indicated horsepower above guarantee, with a nominal bonus for saving in fuel below guaranteed amount (the calorific value of the coal being the basis of the guarantee)." A reproduction of the face of one of the special bonds is shown, the folded document giving a valuable degree of stability and attention value to the advertisement.

Naturally, the connection of the Fidelity and Casualty Company the proposition carries

weight.

### Co-operative Effort to Boom Maple Sugar

Maple Sugar

Co-operation between the executive committee of the Vermont Maple Sugar Makers' Association and the Publicity Bureau of the State was agreed upon at a joint meeting of the two bodies at Montpelier, Vt., last Tuesday. Publicity for Vermont mapel sugar outside the State, it is expected, will have the double effect of standardizing the Vermont product and enlarging the market for high-grade sugar, which is increasingly more profitable. After details are perfected it is believed the plan will be extended to other products through similar associations. It is felt that there is a ready and profitable market for high-grade maple products if the consumer can be brought into touch with the maker and have assurance that he is receiving what he is paying for.—Grocery World and General Merchant, Feb. 2.

### Armour's Largest Year

The annual financial report of Armour & Company for the year ending November 1, 1913, shows the largest gross earning in the history of the company. They were in the neighborhood of 350 million dollars, as compared to about 300 millions the previous year. Total net income was \$11,356,094 and net earnings applicable to dividends were equal to \$0.79 per cent on the \$20,000,000 capital stock. The regular dividend rate is 10 per cent. dividend rate is 10 per cent.

The annual statement of Morris &

The annual statement of Morris & Company shows a net profit for the vear ending November 1, 1913, of \$1,916,996.94, or a gain of \$104.343.45 as compared with the figures of 1912.

### "Even Uses His Envelopes"

ORLETON HOUSE,
WHALLEY RANGE, MANCHESTER, ENG.
Editor of PRINTERS' INK:—
I am very grateful for the fine paper
you are producing as I find it very
useful. It is sometimes rather a long
time getting here, but I suppose that
is the fault of the mails. I even use
the envelopes you send PRINTERS' INK
in, as I find them very useful for
filing small cuttings and ads.

W. B. WELSH.

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When making up lists that enter the prosperous and growing South, recall the South's greatest newspaper——Hearst's Sunday American, Atlanta, Georgia, with its guaranteed circulation of over 100,000.

Jeff. R. Palmer, Foreign Representative, Atlanta, Georgia.

### The Guarantee as a Sales Factor

Progress Which the Guarantee Has Made in the Last Few Years— Service and Its Relation to Purchases Made by Consumers— Answers to Conditions in Glove and Hosiery Industries

### By J. B. Kerrott

AM going to start this article by referring to a pair of alleged jokes whose age entitles them to the respect if not the interest which is the divine right of silvered locks and failing faculties.

The first joke tells of a young man who, applying for a position in a shoe store, stated that he was twenty-five years old, and that his shoe experience covered a period of twenty-four years. A somewhat bluntly expressed doubt upon the part of his prospective employer brought forth the indignant rejoinder that "he'd worn shoes ever since he was a year old, and he guessed he knew as much about 'em as the next fellow."

The second joke is an automobile classic about a salesman who met the argument that a rival's machine was guaranteed for life by saying, "Yes, I know, but my car is guaranteed for a whole

vear."

The first joke applies to me, because, while this writing originated in the troubles of glove and hosiery manufacturers, my direct knowledge of these lines of merchandise is confined to the fact that I have worn gloves all my life, and have occasionally indulged in the luxury of hosiery—the short kind, be it sternly understood.

As I see the situation, however, it seems that those makers of gloves and hosiery who have used the guarantee as a selling argument have found that it sells goods beautifully, but that it also wn-sells them to a most alarming extent. This surprisingly uncivil and boomerangic conduct upon the part of what was thought to be a perfectly trained and thoroughly

domesticated selling argument has created a veritable panic, and the whys and wherefores are flying in all directions.

Explanations have varied from the accusation that retailers have recklessly and ruthlessly exploited the manufacturer down to soberly rendered opinions, that the public takes unreasonable advantage of the guarantee, and it is this latter decision that has driven me into print.

A more or less extensive experience in the advertising end of various mail-order enterprises has forced me into—at times uncomfortable—contact with the guarantee problem in what I fear the unfortunate ones would consider its most malignant form; also into rather closer relations with the buying public than are ordinarily enjoyed by those in the more conservative channels of wholesale merchandising.

#### PUBLIC NOT UNREASONABLE

Conclusions from fairly concentrated observation are as follows:

The consumer wants what he buys or he wouldn't buy it. If he returns it he did not get his money's worth, and is entitled to a kick. The buying public is not unreasonable in its expectations. The guarantee is a safe and sound selling argument and is profitable. If in any instance it should prove unprofitable the indication is that the public has been misled, not necessarily with malice.

Here is an instance. As advertising manager of one of the big tailor-to-the-trade houses, I found a guarantee which as published was as close-fisted a proposition as you could imagine, a most apparent collection of loopholes. To the contrary, the adjustment policy of this firm was very lib-The problem was a hard one, as garments were made to individual measurement from dimensions furnished by persons frequently in absolute ignorance of sartorial proportions. A suit invoicing at from \$20 to \$30 would, if returned, bring through misfit dealers from \$7 to \$10-quite a considerable loss. So it was with

fear and trembling that I worded the guarantee:

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Every garment we make is guaranteed to be absolutely perfect in quality, workmaship, style, fit and finish. If for any reason you are not satisfied with your purchase, your order may be returned to us and your money will be refunded without question or argument.

I anticipated a sharp rise in the percentage of returns, but figured upon increased volume and prestige to more than offset the loss.

To my delighted surprise that rise in returns never occurred.

"Guarantee" comes from an old High German word meaning "to protect." Its first use was purely legal, an inflexible assurance that a service would be rendered or a debt paid. Its introduction into merchandising occurred at a time when nutmegs were apt to be of cork, and commercial butter was a tolerably intimate mixture of lard, yellow paint and salt. Things used to be "guaranteed genuine."

Laws were enacted to prevent rank substitution, and then came the period of adulteration. Maple syrup wasn't all maple, but it was at least shipped from Vermont. There was not more than a pint of red ink to a gallon of canned tomatoes, and a sack of flour wouldn't sell if it were more than half lime. Honest people labeled their products "Guaranteed pure."

Follows a period closely encroaching upon the present when conduct became more cautious if not more ethical. Case-hardened tools were the order of the day. Bicycles were soldered at the joints. Enameled ware was enameled ware. If part of the enamel got mixed with the mush it was too bad and the dealer was sorry. When you stuck out your pretty pink tongue and licked off all the silver-plating as well as that last drop of currant jelly in the spoon, the jeweler told you that your maid must be using some kind of acid silver polish, and advised you to investigate. "Guaranteed value" was the re-

Then things began to happen. A laboring man sat in a shoe store on the same bench with a millionaire. While he reluctantly

counted out three dollars to pay for a new pair to replace the worthless shoes he had bought the week before, he heard the million-

aire say:

"I know you don't guarantee patent leather, and if they had merely cracked I would not have brought them back. But these shoes are no good, they are split all to pieces. You will either send me a new pair without charge or you can start suit to recover their value, and I will transfer my account elsewhere."

"Why, certainly, Mr. Bullion, we are sending you a new pair right away, sir. We are only too glad, Mr. Bullion, to replace anything which you find unsatisactory. Thank you very much, sir, for bringing the matter to our at-

tention.'

That night, in his evening paper, the laboring man read the fullpage spread of a new store catering to cash customers only. The advertiser explained "overhead." He told of the expense of charge accounts, enlarged upon the extravagance of complicated bookkeeping, spoke of the cost of collecting, said that the only excuse for a charge account was the protection offered the purchaser. He offered that same protection in a general money-back guarantee.

I wonder where the laboring man bought his next shoes?

At the same time a gigantic mail-order house was inserting in its catalogue a little note which read something like this:

Our goods are fully guaranteed. If you are not pleased send them back to us and we will refund your money and pay transportation charges both ways. It will help us to give better service if you will tell why you are returning your purchase, but you are under no obligation to do so unless you wish to.

The American retailer is nobody's fool. It didn't take him long to see the point, and there isn't a store of any importance in the country that is not taking the best of care, prodigal care, of its dissatisfied customers. Now, it is not "Guaranteed pure," "Guaranteed genuine," or "Guaranteed value," but "Satisfaction guaranteed or money refunded"—redundant and rhetorically incorrect, but mighty fine business just the same. And it's going to stick.

Like every other basic principle of business which has survived, the modern guarantee has behind it justice for one thing, and sound psychology for another. guarantee absolute exists to-day not as an advertising idea but as the logical, equitable balance for the cash sale. The charge account has always been immune from arbitrary rules regarding the replacement of unsatisfactory merchandise. Should the cash customer be refused the same treatment simply because you have his money? If he gives you a check upon an overdrawn account you expect him to make good; if you give him an article that does not come up to requirements, is he not entitled to the "make good" from you? That is equity and justice. The public demands it. The old Roman law, 'Let the buyer beware," is as dead as a door-

### PSYCHOLOGY OF THE RETAIL TRADE

The psychology of the retail sale is interesting. The consumer does not purchase for the sake of mere possession. The article is without value to him unless it perform a certain expected function. The man who buys gloves is not buying hide and thread. You couldn't give him the unconverted materials. He is paying a price for a certain expected service. If he does not get that service he has been robbed. Whether he was deceived purposely or not in no way alters the fact.

A man buys a statue to ornament his lawn. He uses his best judgment in making the selection, but it does not harmonize with its surroundings. He wasn't buying marble, and labor and art. He was buying an ornament. He didn't get it. Modern business protects this man in making his purchase. He gets his money back if he

wants it.

This principle was beautifully illustrated, not long since, in one of Chicago's big department stores A lady purchased a hair switch valued at forty dollars. She and the sales person decided between them that it was a perfect match a coiffure was deftly arranged and she went her way rejoicing-

minus forty.

But daylight and her friends revealed that there was a difference in color between her own scanty tresses and those of the poor girl who had needed the money. That switch was brought back. Now for sanitary reasons hair goods are not returnable, but the lady got her money back and the switch was chopped to pieces, absolutely destroyed, in her presence. Perfectly good hair, mind you, and picked out by the lady herself, but the lady was not buying hair. She was buying improvement to her personal appearance. She didn't get it-therefore the sale was void.

#### WHAT THE GUARANTEE DOES

"But," I hear you ask, "how about the irrefutable facts in the glove and hosiery industries?"

The answer is simple. glove-wearing public know more about the average service in a glove than the manufacturer. They looked upon gloves as a more or less fragile necessity, and did not complain. Then all of a sudden the manufacturer appears with flags flying. Here was something new. Here was a real sensation-"You have a guaranteed glove. never been satisfied with your gloves. We've never been satisfied, either, but now we've got a glove that we guarantee to satisfy. Mr. Dealer, make your customers understand that Blank's gloves are guaranteed."

The public understood that gloves had not been guaranteed before, because they were fragile The fact that certain makers were featuring a guarantee indicated that they were making a better article than had ever been made before, that it was stronger, that it would stand rougher treatment.

The same thing is true of hosiery. Is the guaranteed article a better article than the same manufacturer made for the same money before he used the guarantee as a selling argument? The public has been led to think so.

## For the Rent you Pay— Do You Get

ELEVATOR Service of the highest efficiency.

Janitor Service that features cleanliness.

Employees trained to competency and courtesy. A landlord who will treat fairly with you on all things—always.

If these have not been included in the rent you pay you will be pleasantly suprised when you lease your new business home through us.

The Slawson Service guarantees them to you.

### **CUYLER BUILDING**

116-120 West 32nd Street

Space ranging from 476 to 10,200 net usable square feet on a floor.

### **PULLMAN BUILDING**

17 Madison Avenue

Offices from 154 to 1676 net usable square feet on a floor. Unusually attractive, small building with permanent side light overlooking Dr. Parkhurst's Church on Madison Square.

### **BURRELL BUILDING**

171 Madison Avenue, N. E. Corner 33rd Street

An office building of the highest class. Opened January 1st, 1914. 276 to 3800 net usable square feet on a floor.

### Loton H. Slawson Company

17 Madison Ave., N. Y.

Telephone 8680 Mad. Square



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# The MAHIN

FEBRUARY 1914

CHICAGO

### To Manufacturers of Products of Merit

Anywhere, U.S.A.

Gentlemen:-

We wish we were in position to ask

you to do business with us.

All we are in position now to do is to ask you to make an investigation of our methods, our equipment, our personnel and our record of serving our customers.

If we knew your needs, your opportunities, your equipment, your viewpoint on the possibilities of your future we could quickly tell you whether or not our services could be made valuable to you.

How can we tell you definitely what we can do to help you until we inspire sufficient confidence for you to talk to us

frankly?

Would it not be a mistake for us to ask you to do business with us until we knew exactly how we could help you make more out of your advertising opportunities?

If you have in mind a definite, conclusive test which would fully satisfy you that we are the best organization to share with you the responsibility of solving your advertising problems, we would like you to tell us what it is.

If you would like to know what we are sure is a definite test for you to make we shall take great pleasure in explaining it

in detail to you.

If we have the service here that you want we would much prefer having you voluntarily buy than to persuade you to

purchase it.

If you should come in here frankly and tell us that you wanted us to place some business for you we would not spend a dollar for you unless we were sure we could make it pay.

The Omega Separator Company of Lansing, Michigan, were willing to spend \$5,000 with us after they had two unsuccessful campaigns with two of our opetitors whose business was generally derstood to be larger in volume in a case than ours.

We never spent a cent for the On

THE OMEGA SEPARATOR (2)
LANSING, MICH., U.S.A.

December 20, 38

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Mahin Advertising Company Chicago, Ill.

Gentlemen:-

It is true that we signed a catract with your agency, and it is also true that we have not spent a dollar in advertising with you, and we be lieve for a very good reason.

You will remember that on Janary First of this year you sent yea Mr. E. M. Nolen to us with instrutions to thoroughly investigate or proposition, study it carefully in deal and have him make recommendation in regard to an advertising compawhich he was to work out with us. After Mr. Nolen had spent seem

After Mr. Noien had spent sevent days in our office he came to me as stated frankly that he did not belies our proposition would require spain general publications. He propose that we sell our cream separate direct to dealers without the used traveling salesmen. We placed the responsibility upon his shoulders at told him to go a head.

The first mailing he sent to dealer

The first mailing he sent to dealer produced results and the second maiing oversold our capacity for the spring months. He prepared a thin

Separator Company. Please read to letter, and if you want to come in and us you will find Mr. Nolen here to tell not to spend any money with us just Mr. Rankin, Mr. Groth, Mr. Nesbit, I Hoefflin and I will, unless we are a we can make good for you.

We do not employ solicitors to imp

# Any reputable manufacturer withat of our present customers

Mahin Service Increases Sales Efficiency

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Tenth Floor , MONROE BUILDING

e you. Our service men are constantly o of our o veling over the United States in the general erests of our customers, and if you will lume in one, wire or write us, we will be glad have one of these service men call on or the On

you to talk over your selling and adver'tising problems. We would prefer, how ever, to have you visit us in our offices in Chicago or New York. This will not obligate you in any way. Yours very truly, MAHIN ADVERTISING COMPANY.

President.

mailing but we held it up on account of not being able to fill the orders we had on hand at that time. When you sent Mr. Nolen to us

ve had a brand new separator which vas unknown to the trade or the con-Through the forceful manner mmer. n which he presented it to the dealer, we succeeded in establishing it along-side of cream separators that had been rell advertised and that had been on the market for years

He engineered a deal whereby we hade a very favorable contract with a large gasoline engine works to handle our cream separator exclusively.

We certainly appreciate the unselfish position you have taken in this matter and your evident intention to assist us in building up a profitable business regardless of whether or not ou would receive any compensation ander the contract which we signed with you.

Assuring you that if at any time in the future we can use the services of your agency we will be only too glad to do so, we are,

Yours very truly,

THE OMEGA SEPARATOR CO.,

Good Words from a Trade Paper Publisher

"A man who had a patented new hat for women, to advertise, came into our office the other day and stated he had been to the Mahin Advertising Co., in Chicago, in the matter and that they had advised him not to do national advertising until he had secured distribu-This was such good advice that I was astonished it should have come from one of the regular old line advertising agencies. I think the man's credit is good, too. It really looks to me as though we were going to have an advertising millenium if we live long enough."

The original letter from which the above is taken will be shown anyone who calls at our office. It is from a trade paper publisher who has had an idea that advertising was placed in the medium whose owner paid the largest commission.

Mahin Service is devoted wholly to the advertiser's interests, and we look only to him for appreciation and support.

Publishers and space sellers, however, give us their co-operation and endorsement in increased service to our customers.

fite us and we will gladly tell you whether or not we can help you solve the probns of distributing your goods by the use of Newspaper, Magazine, Farm Paper, and Paper, Mail Order, Street Car, Outdoor Space and Follow-Up Matter.

MAHIN ADVERTISING COMPANY, Monroe Bldg., Chicago JOHN LEE MAHIN, WILBUR D. NESBIT, H. A. GROTH, WM. H. RANKIN, President

usiness does not conflict with by this advertisement

the preceding numbers will be mailed you on request.

### Charities Advertise to Set Public Right

New York Association for Improving the Condition of the Poor Uses Paid Space in Newspapers to Meet Criticism and Raise Funds -Contributions Exceed Last Year's Week by \$14,000

R AISING over \$200,000 wholly through advertising is the feat just accomplished by the New York Association for Improving large part of this money was raised by letter contribution and circularization, but considerable credit is given the suggestive series of advertisements in the New York papers during the Christmas

The purpose of this advertising was primarily to educate the peo-ple of New York in what the association is and how it is operated. Its effect on the total contribu-tions received by the association was a by-product. For some time the methods of the association have been criticized. Why, it was asked, should investigators be employed to determine just how to help the family and to get at the bottom of the trouble? Critics thought this uncalled for, contending that if there was need, money should be given without any fuss or investigation. This notion made it hard for the association to raise money. The returns from the letters sent out were not satisfactory, and so it was decided to induce a friend to finance an advertising campaign to educate the public in the whys and wherefores of systematic and organized charities.

Money was appropriated for a series of nine advertisements to be run in the New York Times, Sun, and Tribune. These ads were solid text, captioned "Reducing the Human Scrap Heap" and appeared weekly. peared weekly. They resulted in considerable comment and new interest in the association and its method of working.

The copy was written by W. P. Capes, of the association, who has made a study of appeals of this kind. In the series of bulletins it

was pointed out how through these investigations the association was able to make the money at its disposal count to its last cent. For instance, a man appealing for aid often had friends and others morally and rightly interested in him. Through the efforts of the investigator these persons could be interested in his behalf. and often it was not necessary for the association to help at all. Other ads dealt with concrete

### Bulletin No. 2

### Reducing the Human Scrap Heap

### "THE RIGHT AND THE WRONG WAY"

- The first cost of heart charity is small.
- ¶ The ultimate expense is large
- I its results are almost always negative and always
- The danger of its effect-pauperism
- we me uanger or its effect—pauperism—is great.

  The food John Jones asks for costs only a dollar

  this enforced idleness, due to illness, continues a
  pear the cost of one day's supply is multiplied many
  times.
- At the end of the year he and his family are just as poor as when aid was first sought.
- ¶ The first cost of heart and head charity is much more than a dollar
- more than a doltar if Benides the food for his family. Jones receives med-ical treatment and care, his old employer is taked to limit his job open for him, his family is nested from the unannitary home and his wife is taught how to reduce the household expenses and at the same there to live the household expenses and at the same there to live
- ¶ Soon Jones is working again and supporting his
- He is no longer a burden to society, but is able to share society a burdens.
- Material relief-food, clothing, shelter and other necessaries of life-without personal service, is only a
- 9 Such relief is necessary, but it alone will not foster
- With such relief must go treatment—the personal service, advice, direction and friendship of a trained social worker
- Adequate relief+adequate service=efficient charity The social ills of 7,778 families in our care last year e treated in this way
- q] Nearly 10,000 generous men and women contrib-uted last year towards the support of this kind of work, but their contributions fall far abort of the sum neces-nary to do for the needy families all that the circum-
- ¶ Your help to provide this relief and service, and our experience, will ameliorate distress and rehabilitate broken, sick and wayward humanity in the pinch of
- R. T. ASSOCIATION FOR IMPROVING THE CONDITION OF THE PONE. FULTON CUTTING, President, ROBERT SHAW MINTURN, Tress Room 212, 166 East 23ad Street.

This space is contributed by a friend, who wishes to spread the of officials charity

### THE NEWSPAPER COPY

cases, showing just how the association proceeded in each case, as this has been found by Mr. Capes to be the most effective way of making a charitable appeal. In spite of the mild weather

which naturally discourages giving, and in spite of Y. M. C. A. activities in raising a \$4,000,000 fund in New York, over \$14,000 more was raised than ever before during a year, and on the whole the board of managers feel that the advertising is a success. Plans are now under way to reproduce the whole series of ads on post cards and work through the mail a picked list of 15,000 who, in one way or another during the past, have shown an interest in the relief which the association is accomplishing.

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It is expected that this educational advertising will pave the way for letters based on special needy cases which the association depends on for raising the bulk of the funds. An interesting thing about the fund raising done by the New York association is that every penny is raised by advertising, no personal solicitation being allowed. In this way it is possible to avoid the danger of imposters soliciting funds, which is otherwise difficult to prevent.

### Another Flour to Make Painless Pan-cakés

Berdan & Co., Toledo, Ohio, in advertising Chef Self-Rising Pancake Flour attempts to win the confidence of the housewife by telling her how it is made, and why Chef is better for children the confidence of the dren than straight buckwheat flour. The copy reads: "Straight buckwheat flour is too strong for children's stomachs—it is too heating. Chef Self-Rising Pancake Flour has enough of the buckwheat to give it the buckwheat flavor. Blended with this are nutritious, easily digested, whole wheat flour and old-fashioned yellow corn that adds to the richness of the flavor." the flavor.

### Educational Copy for Wheat

The Ismert-Hincke Milling Company, of Kansas City, is conducting a newspaper campaign for the purpose of telling housekeepers interesting facts about the structure of a grain of wheat, how it is scoured, washed, sterilized and all the various processes which it must go through to be considered good flour.

### Weadon with Hoyt Agency

E. R. Weadon has resigned as general manager of the Taps Pharmacal Company. New York, to join the staff of the Charles W. Hoyt Advertising Agency, New Haven, Conn.

THE EVENING POST, New York, announces that it will publish on Wednesday, February 25th, A WOMAN SUFFRAGE NUMBER On that day one whole section of the NEW YORK EVENING POST will be produced in its entirety and sold on the streets of New York and other large cities by THE COMMITTEE FOR EDITING A SUFFRAGE ISSUE OF THE NEW YORK EVENING POST, which Committee has been especially appointed into International, National, State, and allied organizations devoted to the promotion of Women Suffrage and Post of Women of Woman Suffrage.

This particular number of the NEW YORK EVENING POST is planned and being edited to present

The Most Complete and Authoritative Exposition of the WOMAN SUF-

The MOST Complete and Authoritative Exposition of the WOMAN SUF-FRAGE MOVEMENT that has ever been published in any newspaper.

The articles will be contributed by distinguished women connected with the movement, and by eminent men supporting it. The news about the progress of Woman Suffrage throughout the world, and the tabulations of Facts that will be presented, will be of lasting value to all thinking men and women, whether opposed to, or favoring, the Cause.

SOME OF THE SPECIAL FEATURES INCLUDE:

1. The First Comprehensive Statement of the Organized Suffrage Movement of To-Day.

What seek Association stands for and is doing... International Nature 1.

ment of To-Day.

What each Association stands for, and is doing—International, National, and Local. Who are the real workers.

The Political Status of the Woman Suffrage Movement To-Day.

Where Women Vote—all over the World.

The Campaign States. The Federal Amendment.
Organizations endorsing Votes for Women.

3. 3,600,000 Women Voters and What They Do With the Ballot.
Figures and Testimony from the Ten Suffrage States.

The Women Voters of the Democratic Party.

Figures showing how the Democratic Party.

Figures showing how the Democratic Party.
Figures showing how the Democratic Party stands on Equal Suffrage, and what power the Women Voters will have in 1916.
This Woman Suffrage issue of the EVENING POST will have large national and international value, because it tells so much more than has ever before been

attempted in one publication.

attempted in one publication.

This edition of the EVENING POST will be an excellent medium for advertisers who wish to reach a splendid class of readers. Reservations for advertising space may be made now. No extra charge for this date.

THE EVENING POST, 20 Vesey Street, New York, 'Phone 84 Cortlandt C. H. Eddy, Foreign Advertising Representative. New York and Boston

Eddy & Virtue, Chicago

### "Movie" Scenes Save Inspection Trips

Somewhat of an innovation has been established in the motor truck field, through the use of moving picture demonstrations by the Pierce-Arrow Motor Car Company and its agents.

A problem that has been bothering salesmen was how to save the time of business men and relieve them of the inconvenience of making trips to inspect demonstrations of motor trucks in the manufacturing and other industrial dis-tricts. This has been accomplished by the use of moving pictures, with films covering the operations of Pierce-Arrow trucks in the brick yards, rail-way yards, and in every phase of the sand, brick, gravel and building material sphere.

Agents now get their prospects to the local establishment, signal the motion picture operator, and deliver lectures on the different installations shown on

screen.

This use of the "movies" to show customers and prospects the variety of uses to which motor trucks are put and ocular demonstrations of their effi-ciency in handling heavy loads, talks louder than words and convinces many who ordinarily would not spare the time it would take to see the actual demonstration.—The Evening Mail, New York.

### Try-Out Cleanser Campaign

Philadelphia was selected for the ini-tial campaign on Wrigley's Premium Cleanser, made by the Wrigley Mfg. Company, and 500-line ads are being run twice a week in the Bulletin and once a week in the Inquirer and North American. The introductory campaign, it is said, will run well into the summer. The housewife gets a premium of ten trading stamps, of the kind she usually gets at the store where she trades, with each ten-cent can. The Stewart-Davis Advertising Agency, of Chicago, is handling the account.

### Fahey Buys Worcester "Post"

On February 5 the Worcester, Mass., Post was sold to John M. Fahey, of Boston. Mr. Fahey, until three years ago, was owner and publisher of the Boston Traveler. At one time he was a vice-president of the Associated Press.

At a meeting of the stockholders of the Worcester Post Company, February 5, John H. Fahey was elected president, James J. Conroy, treasurer, and N. S. Myrick, clerk.

### Cole & Freer, New Chicago Firm

On February 2, Burton R. Freer, whose resignation from the Street & Smith magazines was recently announced, joined forces with F. E. C. Cole. Cole & Freer, Inc., will represent several publications and have offices in Chicago. They announce that fices in Chicago. They announce that they have secured the representation of The Independent, Smart Styles, Out-door World and The Etude.

### Kenfield Gets Interest in "Office Outfitter"

F. S. Kenfield, president of the Kenfield-Leach Printing Company, who is interested in a large number of tradejournal properties, including the Brick and Clay Record, Domestic Engineer-ing and others, has purchased a con-trolling interest in the Office Outfitter Publishing interest in the Office Outfitter Publishing Company, which publishes the Office Outfitter in Chicago, and will be actively connected with the publication of the paper. Charles M. Carr, form-erly with the Journal of the National Association of Retail Druggists, of which he was editor and business manager, has been appointed managing editor and business manager of the Office Ostfitter. L. M. Mackenzie, here tofore president of the Office Outfitter Company, has been made manager of the Office Equipment Mart, which is to establish a permanent business show in Chicago.

### Reproducing a Rule Chart to Impress Quality

The Cincinnati Planer Company employs the system of keeping a cardboard chart of rules hanging in its shop be-fore its workmen as a reminder of what is expected of each man to help maintain the quality standard insisted

This chart was recently reproduced and used as the left-hand page of a and used as the left-hand page of a double-page advertisement in a technical periodical. The opposite page was devoted to a picture of a planer coupled with a line of copy which explained what the chart was, where it hung and what it meant to the buyer.

Seven rules were printed on the chart, the two which follow being representative of the rest: "Never hesitate sentative of the rest: "Never hesitate to discard a piece that has a defect in material or workmanship." "Verify all tests made and never accept any work from another department that has a slight defect in workmanship."

### Warren Returns to Marshall Field & Co.

Waldo P. Warren, late publicity manager for the Public Ledger, Philadelphia, has resigned to re-enter the employ of Marshall Field & Company, Chicago, where for seven years, 1900-7, he held the position of advertising manager. Mr. Warren is known in business circles as the author of "Thoughts on Business," and through his work with Collier's, George Batten Company, Printers' Ink, the Delineator, and Public Ledger.

### Pettit with H. F. Michell Co.

A. E. Pettit, formerly of N. W. Ayer & Son, has been appointed advertising manager of the Henry F. Michell Comthe well-known seed house Philadelphia.

The Carl M. Green Company, of Detroit, is handling the appropriation of the Lewis Manufacturing Company, Bay City, Mich., which sells direct to the consumer ready-cut houses.

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# Prestige and Progress

More than Twenty-four Million Dollars have been paid for the privilege of reading Harper's Magazine since it was founded more than sixty years ago: a splendid tribute from the finest type of men and women in America to the oldest Magazine of its character in this country.

Harper's Magazine maintains today the high standards and ideals which have made it the most famous magazine of the English - speaking world. magazine of the family and the home, It covers every field of human interest, and every article, every story published is, as always, clean and worthy to come into the family circle. Without resortspecial forcing methods the ing to Magazine is steadily growing in influence and circulation. It has also made by far the largest gain in advertising patronage of any standard magazine for the year 1913, and each issue of 1914 shows liberal increase over the preceding one.

Circulation Books Open to All

## An Open Letter to Duplication-Worried Advertisers

### By a Representative

No. 2 of a series of comments on subjects of frequent discussion between advertisers and solicitors

GENTLEMEN: I go into your office to find out how things are going, and I find you all perturbed. You've just closed a very prosperous year and your advertising must deserve a lot of credit. I expect to find you in an optimistic frame of mind, working out plans and copy and going it harder than ever.

But, no. All that is side-tracked and has been for several weeks. Copy and plans are in the discard; you're at work on a great-

er problem.

Some one of your directors has asked you, "Brown, how much duplication is there between the mediums we use? There must be a tremendous waste there. If we could eliminate duplication, think how much money we could saye."

You couldn't answer him offhand, and were nonplussed. Instead of feeling that what you've done in the last five years puts you among the advertising "majors," you've decided you belong in the "bush league." A fine advertising manager, not to know how much of your advertising efficiency is wasted by duplication!

### FRENZIED HUNT FOR DATA

Forthwith you've possessed yourself with that enormity of duplication. You've called your advertising agent on the carpet, and jumped him for his ignorance. You've written a list of questions to all the advertising managers you know. You've taken a thousand names out of the telephone book, and written them, asking what publications they read. You carry a notebook and besiege people at lunch, at the club and while visiting at their homes. You've pounced on us poor

solicitors for information, and half of us are working the multigraph overtime trying to get duplication data for you.

Not a word from me if I don't know how much my periodical duplicates with the other ten you use; I must get busy, find out, and write you a long letter about it, if I want to keep your business.

Now here's my letter:

It would doubtless be very interesting to know how much duplication there is between my publication and A and B and C; but, in the first place, it can't be done.

No figures you can get can be correct. Just because the insurance companies can say that eight out of every thousand men aged 30 will die in 1914, you think you can write a thousand men and find out what percentage of ten million men read both the Alpha Weekly and the Omega Monthly and a few others.

You forget that the insurance companies tabulate ten million deaths over a period of forty years, and then figure out the proportion for a hundred thousand or so for one year. Any insurance company that used the thousand stuff on a ten-million basis would be haled before the lunacy commission in a hurry.

A hundred men of a thousand, aged 30, die in one community, while the whole thousand in another live to be 31. The average of millions is eight to the thousand.

Just so with your duplication

### WHAT COMPARISONS SHOW

If you doubt it, get detailed circulation statistics from half a dozen publications and see how easy it is to make the comparisons tell half a dozen different stories—if you leave out the right things. Only by comparing all the circulation of one against all of the others can you get the right answer.

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The only way vou can find out about the Alpha Weekly and the Omega Monthly is to catch all their two or three million at the same time, and get 'em all to tell you the truth about whether they read both periodicals, every issue. Then you would have the answer.

### ON QUIZZING SUBSCRIBERS

Assuming that you do write them all (no publication has 100 per cent subscription circulation, by the way) and place before them a list of publications, many of your best folks won't take the trouble to answer you. Why should they? Another class expect some kind of come-back or solicitation, and are afraid to answer for fear of being bothered.

In the second place, if they do answer you they will put down everything they read at all; it's human nature to make a good showing, even with strangers. went to grand opera once this season; but if anyone asks me, "Do you go to grand opera?" I assent in a way that indicates that I'm No. 1 on the season-ticket list. In the same way, the ten per cent or so who do answer your question will check off from half a dozen to a dozen publications they are familiar with-including the two or three they get every week or month, as published.

So, I say, the cards are stacked against you from the start; the data you get will not even be correct for the people who do write Your dope from a few people is as inaccurate for the whole number as that of the newspaper which takes a straw vote on five per cent of the city's voters-and invariably picks the wrong candidate as winner; second, the most intelligent people (who do read regularly and thoroughly a num-ber of periodicals) will in most cases not take the trouble to reply. and the people who do reply will exaggerate the number of publications they read.

Then, too, circulation shifts like the sand on the seashore. The publications which reach 80 per cent of the same readers this year that they did last year you can count on the fingers of one hand—and use only one finger. The range is between 20 and 80 per cent.

Even if your dope was right to-day, it's wrong next season.

"Now, what good came of it at last," Quoth little Peterkin; "Ah, that I cannot tell," quoth he, "But 'twas a famous victory."

Now, what of your "famous victory" when (if) you have won it?

Are you a fly-by-night advertiser, who only wants to reach the sucker once, and as many suckers as possible at once?

"The second law of advertising is reiteration."

Why do you advertise more than once in the same publication?
To get as close as possible to 100 per cent duplication for your message.

You use five or six insertions a season in every medium you use, just to get duplication.

You put up the same 16-sheet on a thousand billboards in the same city.

You use the same card in every street car in the city and gloat over the fact that people ride from two to a dozen times a day, etc., etc.

And then you are worried because the same consumer may read two periodicals and see your advertisement twice!

You said, "Old stuff; everybody knows that," when you read in the Curtis Company's excellent "Selling Forces":

Constant repetition impresses us more than an initially eloquent plea. The insurance man gets us on his tenth call more often than he does his first. I may notice a certain advertisement one week and pass it by. The next week I see it again, and say, "Oh yes, I've read about that before." Seven days later it comes along, and I wonder if that isn't worth investigating. About the fourth or fifth time I see it, it seems as if I'd known it all my life, and when I need such an article that's the one I buy.

Yet you're disturbed at the fearful waste in duplication of circulation.

Believe me, any family which is intelligent enough to read several publications of the kind you have wisely chosen as best suited for your advertising is the kind of family you want duplication on.

The kind of woman who is so

The kind of woman who is so interested in efficiently managing her household, her family, and herself that she takes Delineator, Woman's Home Companion, Ladies' Home Journal, and Good Housekeeping is the kind of woman to whom your message of a new food product or a better vacuum cleaner ought to be told as impressively as you can,

In almost every case it takes time and repetition to put over a sale. If it's an expensive article, sold only once, duplication is invaluable in piling up enough impressions to bring about that one big-money sale. If it's an inexpensive article, it still takes piling up of impressions to get it bought and keep repeat orders to maximum.

### EACH PUBLICATION HAS ITS FOLLOWING

No publication is first in the minds of all its readers. One man thinks Alpha Weekly is the best there is; he also likes Omega Monthly and a couple of others. To him an advertisement in the Weekly makes the greatest impression, for every advertisement profits by the introduction of the individual publication carrying that advertisement to the consumer.

But another man devours the Monthly, while merely glancing at

the Weekly.

You profit, in the duplication of circulation, by reaching each man through the most efficient medium for reaching him. Also, by clinching that impression by a second one, even if it isn't as strong.

### A FIRESIDE GLANCE AT CIRCULATION

Then we all have our moods, and they change. In one mood, the stuff the Weekly gives us makes that the one we pick first from the pile; in another mood it's the Monthly. You get different angles of approach in duplica-

tion of circulation, just as you do when friends recommend a man or an automobile.

Again, in the same family the Weekly is ace high with father, who lets mother do most or all of the reading of the Monthly. Duplication doesn't hurt any in making both of them decide that the Blank piano is the best to buy. This concentration of influence in a given household is no unimportant factor.

Duplication is really intensive advertising—and usually a blessing in disguise to campaigns that wouldn't be intensive enough if the duplication-worried advertis-

ing manager had his way.

If I were giving advice it would be this:

(1) Stop worrying about duplication.

(2) Instead, spend your gray matter and your time picking the mediums most efficient for your advertising and using them efficiently with good copy.

(3) If you think there's much duplication between mediums, use different copy when you use them

simultaneously.

(4) If you want to criticise duplication, you'll generally find plenty of opportunity in the sameness of your own copy and your competitors', and in the sameness of this month's copy and last month's and the months' before. You can't get away from duplication, no matter how much you want to. But you can cash in on duplication more than you're doing when you use the same old copy seventy-five times or places in a month.

Give the public fresher messages, with more variety—and say "I should worry" to duplica-

tion.

### A New Farm Paper

C. W. Smith, president of a publishing company of Springfield, O., which has published the Implement Age, a trade journal, for several years, has begun the publication of Form Engineering, a monthly magazine intended for the farmer. The Farm Engineering Publishing Company has been formed to handle the enterprise. E. E. Whaley is the editor of the paper.

Montreal's Political Advertising Campaign

The Montreal Publicity Association has been running a series of ten-inch triple-column advertisements designed to awaken the citizens of Montreal to to awaken the citizens of Montreal to the importance of a more efficient civic administration. For ten days the water system failed and Montreal was in imminent danger of a conflagration.

The ads which have been appearing in Montreal newspapers contain text along the line of the one quoted herewith and each is signed by Theodore G.

Morgan, president of the publicity asso-

cation.

A portion of the text of one of the ads is as follows:

"The newspaper, the printed page, and advertising are the three great factors that keep before the public important civic problems and the impera-

portant civic problems and the imperativeness of action.

"Because the Montreal Publicity Association recognizes the tremendous power vested in advertising, through the medium of the daily paper, they make use of this great power now, at a moment when the indignation of a city has been keenly aroused, and therefore urge that Montreal will bestir herself and face the issue—for a better Civic Administration.

ministration.
"A great city has been in imminent peril. "This is the call to action."

### Cream-of-Rye Flour's New Rebate Plan

The Minneapolis Cereal Co., Inc., of Minneapolis, Minn., is using trade journal space to announce a rebate plan affecting Cream-of-Rye Flour.
The text of one ad explains the plan as follows: "At the present single case.

as follows: "At the present single case price Cream of Rye pays the retailer 28½ per cent. Now, we're going one better. We pack a 20-cent rebate check in every case of Cream of Rye, redeemable when five cases have been bought. This plan brings the retailer's profit up to 38½ per cent. It gives him a larger profit on a product for which there is a steadily increasing demand.

on a product for which there is a scenarily increasing demand.

"We shall continue our efforts to create a larger demand for Cream-of-Ryc. Our insistent advertising campaign in newspapers and on billboards will not be reduced in the slightest."

### Hv-Tex Plan to Interest Architects

The Hydraul'c Press Brick Company, manufacturing Hy-Tex brick, has been offering prizes aggregating \$1,000 in an architects' competition under the auspices of the Brick Builder. The competition involved designing a brick house to cost not more than \$7.500. and to be faced with Hy-Tex brick. The competition closed February 10th.

John J. Morgan has resigned as vice-president and director of Morgan & Morgan, Inc., of Boston, and has estab-lished the John J. Morgan Advertising Agency.



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# Are you willing to let on t TRUTH aboat

T is time someone had the courage to tell this truth openly. To tell how the most necessary element in successful advertising is the one most has often overlooked.

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To tell how advertising appropriations are turned upside down, so that the pyramid is inverted and topples over by its own weight.

To tell how non-advertisers are prevented from making a start by the flagrant examples set them by the money spenders who water the garden of advertising failures with their dollars.

Many advertising managers know the facts. Case after case is buried in the memories of business men and the archives of agencies.

### You will Read a Revelation and Find a Remedy

Fortunately there are wise advertisers; but business men have not generally availed themselves of the data existing.





# on these books tell you the ab advertising?

The very nature of our business has led us to go to the bottom of advertising success and failure. It cessarv has given us the key which unlocks the door to the invaluable records of others' experience.

Therefore, we offer American business men a simple straightforward statement of the elementary principles, supported by historical evidence. In short, advertising stripped of its mystery.

The Multigraph is not mentioned in these books. We publish them simply because the success of our business is based on the general advance of business and advertising knowledge.

Check "A" on the coupon, if you are a non-advertiser. "B" if your appropriation is \$25,000 or less.

"C" if it is above \$25,000. Paste coupon on your business letter-

head and mail it.

1820 East Fortieth Street, Cleveland, Obio AD

C B Send booklet (free)

checked above, as explained in your advertisement in Printers' Ink, Feb. 12, 1914.

Check A, B or C, then attach this coupon to your business letterhead and mail to above address.

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### New Shirt Product in Newspapers

About March 1, George P. Ide & Co., of Troy, N. Y., plan to start a campaign featuring their new "Biplex Shirt" in about 250 newspapers throughout the country.

The Biplex Shirt is a new product in

the Ide line. It is a combination negligee shirt and knee-length drawers and

ligee shirt and knee-length drawers and is now being advertised to the dealers of the country through trade papers.

The name "Biplex Shirt," which is patented by the Ide people, was submitted by W. W. Carter, an Indianapolis haberdasher, in response to an appeal made through the trade press that dealers submit names. It is expected that the new Ide campaign will be along the lines of those already pursued for Ide shirts and collars.

Cluett, Peabody & Co., Inc., of Troy, N. Y., are now advertising in trade journals with the idea of introducing to the dealers "The Arrow Shirt Suit, the Unification of Overshirt and Underdrawers." The makers in their copy make this assertion: "It is not a shirt with tails turned into substitutes for

with tails turned into substitutes for drawers, nor a pair of drawers with a waist as a substitute for a shirt."

### Publishers and Competitive Advertising

The propriety of carrying advertising of lines which compete with the interests of the readers of a trade journal has been raised a good many times recently. PRINTERS' INK reported several months ago that a vehicle trade journal in the West had announced that it would not handle automobile advertising. Papers in the wooden-package it would not handle automobile adver-tising. Papers in the wooden-package field have recently attracted some at-tention and a little adverse criticism by publishing ads of packages not made of wood. One has exploited an all-metal collapsible slack barrel, and another paper is now running the advertising of a concern which makes machinery for the manufacture of corrugated boxes, which are in strong competition with wooden boxes. The policy is appar-ently vindicated, however, by the fact that many leading wooden-box makers are now manufacturing paper packages are now manufacturing paper packages

### Martin Developing University Course

Mac Martin, of Minneapolis, has been appointed professorial lecturer on advertising in the University of Minnesta. Mr. Martin conducts an advertising agency in Minneapolis. At various times he has been a contributor of articles to Printes Ink.

Mr. Martin is in the process of working out a text-book on advertising. It will be published serially, in pamphlet form. The completed pamphlet, entitled Part I, is called "Analysis of the Product." Part II will be entitled "Analysis of the Market," and Part III "Using the Channels of Distribution." These two are now on the presses. two are now on the presses.

Regarding these pamphlets, Mr. Mar-

tin says:
"In preparing this outline, we tried to co lect all of the outlines published on the subject, 'Planning Advertising Campaigns.' We collected about twelve. Our outline has been prepared from these. When we had our outline almost the subject is about thirty of the subject in the sub complete, we sent it to about thirty of complete, we sent it to about thirty of the leading advertising men of the con-try, for corrections and suggestions. After these pamphlets have been used by the classes, copies will be sent us about one hundred leading advertising men for further suggestions.

This course is somewhat different in that each student chooses one product that each student chooses one product and attempts to plan a complete advertising campaign for that particular product. This gives the student a direct point of contact, and we feel that it is a more practical way of teaching than any which has heretofore been proposed."

In preparation for conducting the class in merchandising and advertising, class in merchandising and advertising.

Mr. Martin has prepared an information bureau to which all questions of
the students may be directed and asswered in so far as information is available. Names of manufacturers and merchants who take the course will be retained. In future years, it is planned,
after a course in merchandising and advertising has been established (to embrace three or four years) to send parties of graduates to these merchants of
the State and study their problems first
hand, the theory being that such work
would be in the nature of a post graduate course for the merchant and at the
same time give to the advertising graduates a post-graduate course in the pracates a post-graduate course in the prac-tice of merchandising and advertising.

### "Pattern Week" Featured in Trade-Paper Ads

In double-page trade-paper space The Home Pattern Company of New York is featuring its "Ladies" Home Journal Pattern Week," which will be held. February 23 to 28.

rebruary 23 to 28.

It is announced in the advertisements which are addressed to dealers, that for one week a pattern will be given free to every woman who calls at the pattern counter of a dealer's store. Showcards, window strips and ready-toprint newspaper advertisements are of fered by the pattern company for the use of dealers.

The Home Pattern Company also says its advertisement that the pattern week method of stimulating business is not an experiment. It has been tried out in several cities and one instance is cited where 10.000 people called for pat-terns, and cash sales increased 500 per

The S. M. Brooks Advertising Agency of Little Rock, Ark., has opened offices at Shreveport. La. The Shreveport office will be under the management of Charles D. Murta.

Roy H. Randel, advertising and sales counselor, Chicago, has joined the sales department of the Charles William Stores, New York.

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### Do You Want to Reach the Small Towns and Rural Population?

Here is a medium that goes only to towns under 5,000 population with a guaranteed subscription list (not circulation) of 100,000 subscribers

We know that you are looking for just such a medium as we have to offer. We can give you exactly the service you want at a reasonable price. Our medium is a leatherette bound book, size 7x10, of about 400 pages, which has to be seen to be appreciated. A full page advertisement costs you \$100 per month for 10 consecutive months. You secure the subscription list of 100,000 at the rate of 10,000 per month with following information concerning each: Correct name and address Post Office, R.F.D. Express Office, Freight Office, Nationality, Married or Single, and approximate worth. This is made up in alphabetical order by county and state and delivered to the advertisers in a loose leaf cover so any particular page can readily be detached for use and replaced again. Affidavit is also made that the name, etc., is correct and that each name has received a copy of our magazine. We limit the advertisement to five of any one line. No money required until we have rendered the service. If we do not carry out our work you don't pay. Did you notice we stated our subscription list was 100,000 (not our circulation)? There is a big difference, as a subscription list means only those who are known to receive the medium. Circulation includes all that are sold over newstand, etc., or sent out in any way. We guarantee 100,000 actual people and you get their names. Think of it: 100,000 homes in which we place your full-page advertisement for one cent per page. We know that you are looking for just such a medium as we have to offer.

names. Think of the tool of th

periodical. We will gladly give you full details by mail or we will call on you at your own convenience—without any obligation on your part

# North American Publishing Corporation

Forty-second Street Building, New York City Munsey Building, Baltimore, Md. Tacoma Building, Chicago, Ill.

# W. E. SIMLER

for the past two years Advertising Manager of Smith, Hogg & Co., New York, has become associated with this Company.

Mr. Simler comes to us with a practical knowledge of sales promotion through advertising, and a successful record in the development of dealer co-operation in connection with his campaigns.

### WENDELL P. COLTON CO.

General Advertising

165 Broadway

New York

# Adventures in Giving Dealers Cuts

After the Appearance of the Catalogue the Next Step Takes the House to Dealer Co-Operation— The Optimistic Advertising Manager and the Unsentimental General Manager

### By W. Livingston Larned

T was not very long after we issued our catalogue before our firm appreciated the necessity of providing some sort of advertising matter for our dealers all over the country. It was a salesman, just back from Kansas, who inspired this determination. Instead of delivering a cut-and-dried speech at our annual dinner to "The Boys on the Road," he stood up and told us, in a few well-selected words, just how unprogressive we were.

Said this rather impertinent if

common-sense person:

"I want to make a business recommendation, gentlemen. Competition is pretty keen these days. Our house is not the only one turning out our sort of goods. The actual production of a reliable and trustworthy commodity is not enough. The shipping of it to the dealer is not enough. Modern manufacturers have discovered that their success lies in helping to make the dealer himself successful."

I listened to this with great concern. I knew intuitively that it wasn't the cocktail talking. And our general manager sat at the far end of the table chewing the end of his mustache and the remnant of a chocolate eclair, his eyes turned full upon our salesman as if hypnotized by the au-

dacity of his remarks.

PLIGHT OF SMALL DEALER PICTURED

"Gentlemen," said Mr. Hopper,
"that little fellow out in Grove
Hollow doesn't know how to
stimulate business. He hasn't the
training nor the professional
ability to write a convincing advertisement. If you ask him what
a matrix is he'll hesitate a mo-

ment and take you back to the Ostermoor department,

"The only artist in the village is a Miss Lucie Perkins, who paints oleanders on china. The territory is barren of advertising instinct. So he doesn't advertise and the stock sticks. The mail-order houses riddle his trade. And when I go in to land a little order, he looks at me sadly and points to the dust on the shelves where our last year's models are still reclining. Others have found out the necessity of 'creating demand' by ingenious publicity Others are sending measures. that small dealer in Grove Hollow smart advertising. If we are to continue in business very much longer we'll have to do something more than merely manufacture and sell. That's all."

It was enough.

At a conference it was decided to do everything in our power for Mr. Dealer. What did he lack? What could we do? Then the real flash of inspiration came. He should have cuts of our goods, to be used in his newspaper work. Of course! How stupid and shortsighted we had been! What made our new catalogue attractice? The illustrations of the various articles, to be sure.

An engraving house was instructed to prepare fifty line drawings over silver-prints of our "leaders." The wood cuts from the catalogue were too fine for cheap newspaper printing. In ducourse of time these drawings and cuts arrived, together with a packing case full of special electros and matrices. We tacked nice clean proofs of the set-up on the display board in the director's room and spent a half day admiring them. How simple this problem of keeping the dealer happy. Co-operation in advertising was not such a tragic proposition after all.

And as for expense, well, that could be divided, naturally. If the dealer found he could obtain these splendid illustrations at half price he would grab at them. So we sent out form letters to a selected list, as a trial plan, in which we frankly stated that we could

send electros of any of the fifty illustrations immediately following receipt of wire, and that our house, in a spirit of friendly "cooperation" would share half the expense.

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I remained at the office until two a.m. on the day we sent out the last of these letters. Numbers were arranged, boxes tagged and electros placed in order for the grand rush. We fully expected that the local telegraph office would be compelled to put on extras by morning. We would receive telegraphic requests from our combined territory for these very excellent advertising illustrations.

But we were disappointed. Nothing happened. Later on in the week one dealer in Marietta, Ga., sent a letter asking for an electro of a certain piece. He intended to have a sale, he stated, and might be able to use the cut.

I wish to state here and now,

with no further subterfuge, that the scheme fell as flat as a pancake. Those gorgeous line drawings and those innumerable cases of elec-tros went begging. In isolated instances we disposed of them. But the looked-for enthusiasm did not We failed to commaterialize. prehend. Was it because the dealer is naturally unprogressive? Was he content to settle back in his dusty little shop and permit things to drift? Was there any possible excuse for his not running these fine cuts at a nominal cost, when they would undeniably help sell our goods? The puzzle annoyed us to such an extent that we employed an "advertising man.

He was young, enthusiastic and ambitious. We gave him a little room in the main office, and he had his name and the new title "advertising manager" on the glass door an hour after his installation. In passing, I might mention that his salary was generous. We gave him fifteen dollars a week and

# COLLIN ARMSTRONG

stationery.

INCORPORATED

Advertising & Sales Service 115 Broadway, New York

Our service includes every phase of sales promotion from the formulation and direction of policy and method to the preparation and insertion of advertisements.

The moment this young gentleman looked over what we had done, he pulled the 'possum out of the woodpile. No, dealers would not use that sort of service. They had been surfeited with "cuts of articles." We could go into the cellar of any small store, from coast to coast, and dig out tons of little electros that had The dealer never been used. wouldn't bother with making up an ad. Here was our chief error. We must send out the advertisements complete; borders, copy and illustrations. Provide double and single-column sizes. Then all Mr. Dealer needed to do was to fire the jigger over to the local paper and have it set up the name plate, for which a proper mortised space was provided.

I confess I recognized the sense of this. It seemed entirely rational. If a man had an advertisement complete in every detail he would run it, even if as lazy and as indifferent as Rip Van Winkle. For two weeks that new advertising manager was as busy as a hill of red ants in a wagon road. He barely took time to eat. If you looked in at the door all you could see of him was a pen, an ear and some mussed-up hair sticking out of a vast mound of copy, proofs and self-assur-ance. He finally emerged from this with a series of twenty-four full-fledged "dealer-cuts," single and double, and warranted to run without rawhide.

### THE ADVERTISING MANAGER DE-VELOPS A DIGNITY

There were instances where several of us would have changed the copy to some extent, but the dignified poise of our new advertising manager prevented. We did not wish to hurt his feelings. Moreover was he not an adver-tising expert? Who were we, manufacturers, that should tamper with the brain work of a master hand? I have forgotten to state that the bor-ders had been designed by this gentleman himself. They were at least an inch wide and made up of different flowers. The wives of the various members of the firm

were of one voice in declaring that they were attractive enough to be perpetuated in embroidery

on sofa pillows.

Referring to my files, I find that some of the captions for the advertisements were as follows: "A Product Made Famous by the Most Wonderful Factory in the World." "The Apex of Perfec-tion." "The Summit of Perfection." "Father Time Has Handed Down this Splendid Product through the Generations." (We had been in business about five years on the present basis.) "None Better in the World." "You Can Place Absolute Reliance Here."

The completed electrotypes arrived from Chicago at a time when business most needed the cleaning out of the clinkers and our stenographic department "got

busy."

Our general manager was a country-bred man and extremely unsentimental. He had a fault common among a certain class of prejudiced business men; specific results interested him only. He would refuse one minute of his time to the recital of what someone intended to do, but devote hours to being shown how the cost of production had been cut down a half-cent per week. This sel-fishness on his part eventually brought about the dismissal of our new advertising manager. Tabulated lists brought forth the interesting information that one hundred and fifty electros had been actually sent for and used by dealers during a period of three and a half months. Examination of our files of country newspapers also developed the fact that in the majority of cases the dealers had routed out the illustrations of goods, dispensed with the text and retained the elaborate flower borders for entirely irrelevant publicity.

"Oh, just wait, they'll use 'em. You can't expect results in a minute," the young advertising man-

ager snorted.

### THE GROWTH OF SCEPTICISM

The general manager thought three months and a half a reasonable wait. We had erred again. ring

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# If You Advertise in Canada — Investigate Our Service

By service we mean more than the making of electros, stereos and matrices of quality.

Prompt shipments are guaranteed. Your plates will go out on time.

You will be saved the trouble and worry involved in passing plates through the customs house.

# -and Save 3½ Cents a Column-Inch Your Electros

-the duty on electros entering Canada.

United States advertisers are invited to write for particulars regarding our service.

# Rapid Electrotype Co. of Canada

Electrotypes MONTREAL

Stereotypes

Matrices CANADA

# Manager Partner Wanted

We must increase our A. A. Billposting and Painted Display plants in Santa Clara, Santa Cruz and Monterey Counties, California, at once to take care of 1914 and 1915 orders and centralize management in San Jose for this territory.

Young married man preferred.

Investment of \$30,000 required for one-half interest.

Predetermined income guaranteed.

The chance of a lifetime to come to California and get into one of the fastest growing industries in its richest and mildest climated valleys.

# J. Chas. Green Co. BILLPOSTING

City and Country, Bulletins and Walls

Home Offices—SAN FRANCISCO

Branches

San Jose Santa Cruz Salinas San Rafael Richmond Valleio Something was wrong. To hang with dealer-co-operation! That salesman's speech at the banquet was mulled-over balderdash. The grand old firm had progressed nicely since its birth without feeding Mr. Dealer with pictorial pap, and there was no need to begin it now. A temporary lull in the work forms a part of my records.

In the meanwhile business was retrograding. Our competitors were putting something over on us. And how those salesmen did kick. We were not standing squarely back of them. We were not progressive. We were conducting our affairs in the manner of our stubborn old grandfathers who, because they had manufactured and sold an article successfully for fifty years, thought they could continue to do it unmolested.

It was my pleasure to take a hand in proceedings at this juncture, and I was fortunate in securing the advice of a business friend who happened to be in town. "It's easy enough to see why you fellows have failed in this dealer-cut business," he re-"No human marked decisively. interest. The average dealer has so many stock cuts of things he sells that he holds an annual sale of 'em for scrap metal and realizes a very tidy amount. series with the embroidery around them is equally shy of the mark. Human interest, dear sir, human interest, that's the only secret.'

ENTER "HUMAN INTEREST"

I recalled that I had read that phrase somewhere myself. Professional advertising literature bristled with it. Every time a young chap wrote an article on advertising art, for instance, and material was scarce, he'd pluck old "H. Interest, Esquire," out of the grab bag and give him a couple of rounds. I have since learned that it is an elusive quality. If an idea man wishes to earn a reputation speedily and without extra mental effort, he puts a cow or two extra in the background and calls it "Human Interest."

But we knew not of these

things then. My friend was absolutely convincing. He talked about "human interest" as if it had grown up with the family, and there were five or six of them hanging from the rafters of his ancestral bungalow.

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"Show people actually using your goods in these illustrations for the dealer," argued my friend. "Nobody wants to print a darned old wood-cut of a plow or a churn or a traction engine. If you show the farmer running the traction engine and his little daughter dancing along beside him, a bunch of flowers in her arms—why-why that will do the business."

Upon inquiring what a bouquet had to do with traction engines, I was set upon viciously and accused of having absolutely no sentiment. We would never succeed if I were allowed to dictate our advertising material. Rather than be responsible for the gradual disintegration of our noble old house, I insidiously coaxed myself into a condition of mind which invited our putting "Old H. Interest" on the payroll.

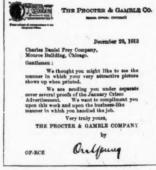
With the assistance of an engraving house, an art force and the studious inspection of a number of advertising journals we constructed an entirely new campaign, wherein human figures were made to "do things" with our products. Personally, I was inordinately proud of that list of electros. They were handsome. One, especially, deserved great credit. It pictured a fine type of business man holding up an article and pointing to it. He was smiling. The caption read: "Here is an article I have confidence in."

All of the others were as ingenious. After the completion of the series I wrote to my inspired friend and admitted I had been a snail. Dealers would never be able to resist this appeal. I chatted so pleasantly and naturally on the subject of "human interest" at home and around the office, that I was looked upon with deep respect. It seemed to be a magic theme. On the uninitiated it worked much as the conjuror's gargled flub-dub. Nobody quite knew what "human interest" was

A Saturday Evening Post page, illustrated by Charles Daniel Frey Company:



A letter from Mr. Orr Young, of The Procter & Gamble Company, in regard to our work:



The Procter & Gamble Company is another of the many successful national advertisers who make liberal use of the Frey service.

SEND FOR OUR FOLDERS AND BOOKLETS, if you are interested in securing better help in your advertising layouts and illustrations. Tell us your requirements; we will submit our ideas in typewritten form without obligation, or in sketch form at a nominal charge.

# CHARLES DANIEL FREY COMPANY

Advertising Ollustrations
MONROE BUILDING, CHICAGO

in the sense used, including myself, but that didn't matter. Somewhere, somebody from some big and successful house had used the term in a speech at some advertising men's club, and there must be potent power in the very words.

Nothing would give me more pleasure than to chronicle the undying glorification of our last effort. But I can't. "Old H. Interest" went back on us. An occasional dealer condescended to use him, but the aggregate measure of our gain over previous efforts was sufficient only to cause the general manager to cry like a baby.

# INSURGENT SALESMAN SPEAKS HIS

Nearly six months later, our salesman, who had been the fond parent of the first thought, took the floor at a business meeting and said a few things. They were bitter things. They were deeply sinister and unsparing things.

"Gentlemen," he remarked, "if any one of you wanted to have a new mainspring put in your watch or a parlor chair upholstered would you attempt the job yourself? You would be willing to admit that you were neither upholsterer nor jeweler. Advertis-That's another thing ing-ah! That's another thing entirely. I have yet to meet the gentleman who does not feel that he can prepare better advertising matter than a man who has made it his profession. You have been trying to put a mainspring in one department of your business and you've made a mess of it. The works won't go. You're not professional at the task. Mere type and pictures and metal do not make advertising. I'll stake my sample trunks that you really know less in this regard than the small town dealer who does advertise, and who often knows, because he has a mighty bitter opportunity to study results.

"This dealer campaign matter isn't so enigmatical, isn't so difficult if you use common sense as one of the ingredients. I'll tell you what I have discovered. That small town dealer will seldom ever run your fancy, flossy-picture ads,

no matter how clever and well drawn they are if they reek with nothing but your business.

"He wants you to play fair. He wants you to so plan his cut service that it will boost the other departments of his business in conjunction with your own. He has something to sell aside from what you manufacture, and with which you stock his shelves. A hardware man would display poor judgment indeed if he accepted and ran a daily cut-service advertising kitchen cabinets, when as all of us know, the average hardware store keeps a few other articles for sale. He is willing and eager and anxious to use this cooperative service of yours or the other concerns, if the material is tempered with justice.
"What do I mean? Let me tell you. I happened to see on the

road a dealer advertisement that had been sent out by a big blanket and comfort house. It was being used in three-column newspaper space, and was pulling like a double team of war horses. The illustration did not show a big blanket and a trade-mark and a cluster of inflated firm egos tied together with a hand-embroidered border. There was a sweet, little housewife looking over blankets in a house-furnishing shop, and back of her the artist had drawn in a simple but mighty convincing interior of a department-just such a department as that sort of store always boasts. You could see beds and wash-

much.
"'Well, Mr. Richards,' he said,
'it was sent to advertise a certain
line of comforts, but look at the
background. Looks a good deal
like my shop. Lets people know
I have a fine general stock. You
see, it's helping me clear out comforts, but it's boosting other lines
too. That's why I run it."

stands and tables and things. 1

went out of my way to ask James

Bagley, of Allentown, why he used that cut three times in one week

-why he seemed to like it \$0

"Gentlemen," went on the salesman, "my friend, J. Bagley, of Allentown, voices the sentiment of many of the dealers. Play the



# NICHOLS-FINN ADVERTISING Co.

ANNOUNCES

THE APPOINTMENT OF

MR. CARL P. JOHNSON

FORMERLY OF LORD & THOMAS

AS.

DIRECTOR OF COPY

CHICAGO, ILLINOIS FEBRUARY

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contributed more to epigrammatic literature than any man in American history-his words are full of

advertising suggestions.

Look up your "Lincoln" Where?-well, clippings. Where?—well, if you don't know, then it's high time you got a

### Globe-Wernicke Unifile

—and learn "how"! This is a desk-high filing Cabinet arranged to fit your individual requirements. Send for Pamphlet No. 284, an interesting and valuable piece of Globe-Wernicke advertising matter for all advertising men.

### The Globe-Wernicke Co.

Cincinnati

Mfrs. Of Sectional Bookcases, Filing Cabinets—Stationers' Goods. Branch Stores and Local Agents almost everywhere. Where not represented, we ship freight prepaid.

# Lehigh Valley Railroad Company 143 Liberty Street

NEW YORK, Feb. 5, 1914.

Advertising and Publicity Department.

Messrs. Schworm-Mandel of N. Y., 145 W. 36th St., New York City. Gentlemen:—It is easy to grasp the fundamentals of your plan for supply-ing city advertising agencies and na-

ing city advertising agencies and national advertisers with copies of out-of-town newspapers in which their advertising appears at a cost of a few cents per day.

Although your proposition will appeal mostly to publications and agencies, we are glad of this opportunity of saying that we think it will indirectly be just as great a benefit to all concerns who advertise in publications and will not only go a long way towards, but will absolutely solve the lost newspaper question.

tion. With best wishes for your success, I

Very truly yours, (Signed) JOHN DUFFY, Advertising and Publicity Agent. (For S. & M. of N. Y. to comment upon



the above letter would be a sacrilege.)

game fifty-fifty with them. Book your own stuff, but do not forget to boost the store in general Can't you see it'll help you in the end. We have been sending outand expecting dealers to pay for them - ads that we might use ourselves in trade journals, but which are entirely too selfish and self-centered to be of logical benefit to the dealer. It isn't easy to fit these building blocks to gether, although the system is obvious. It takes thinking and care and attention to detail and a powerful human working knowledge of the little dealer back there in the small town. You'll have tronble in giving away dealer cuts that are nothing more or less than pages cut from your catalogue. but Mr. Dealer will pay for the sort of stuff that was planned to build up his entire business as much as to build yours. I'd appreciate an opportunity to act as advertising manager of this con-cern. It's in me. I can make a success of it, mainly because I've been virtually living behind the counter with Jim Bagley, of Allentown, and the big army of his kind the country over. I believe I can put a little heart into our dealer service and that's all it needs."

### Newark Ad Club's Officers

New officers of the Newark, N. J., Ad Club are as follows: President, A. S., Koenig; vice-president, Harry I. Hun. Secretary A. J. Harding was re-elected. The office of treasurer will soon be combined with that of secretary.

### Stuvvesant Co.'s New **Publications**

The Stuyvesant Company, publishing Town and Country, has planned a new publication named Golf Illustrated and Outdoor America. The first issue will be dated March 25.

### Corley Leaves New Haven

F. S. Corley has resigned as advertising manager of the Cameron Mfg. Co., New Haven and will become sales manager of the Euclid Motor Car Co., New York,

Fred J. Splitstone, formerly of the Pittsburgh Dispatch, Collier's and the Housekeeper, is now managing editor of Leslie's Weekly.

# A Factory Test of Copy

Submission of Advertisements to Employees Serves as a Check upon Accuracy, and as an Incentive to Efficient Work-Part of an Address before the Cleveland Ad Club.

By C. F. Kettering

Vice-President and General Manager, Dayton Engineering Laboratories Co. ("Delco" Starter)

HE great trouble with many advertising men is that they know little about the institution whose wares they are attempting to advertise. The advertising department of any organization may easily become the wide open door for dissipation of the firm's

money.

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Every class of men has some concrete measure of money; to the banker it is the dollar, the real-estate dealer it is the lot, and to me it is the milling machine. When an advertising man comes in and talks \$5,000 for a page advertisement, I immediately have a picture of five brand new milling machines going to scrap.

It is absolutely necessary to keep in mind at all times our own people, who make our goods, and the effect that our advertising will have upon them. They are not apt to be inspired to do better work when the equipment with which they have to work is far below the standard, and they see large sums of money going into advertising. We spent \$470,000 for our equipment and tools before one line of advertising was written. We make it a policy to hang our advertisements about in the factory and offices before they appear in print, so that we may have the benefit of the homely, practical criticism of the people who produce our goods. advertisements must carry truth and sincerity if they are to command the respect and the right spirit of our people.

It is our custom to tell the public at large what we are doing and how we are doing it, and then we go back and tell our own people what we have told the pubThe Chicago Record-Herald has the second largest circulation in the Chicago morning newspaper field-150,000 to 160,000 daily, with more than 200,000 Sunday, and it is one of the first eight morning newspapers in the United States with a circulation of 150,-000 or more.

A statement of the circulation of The Chicago Record-Herald is printed day by day for the preceding month on the editorial page

of every issue.

### THE CHICAGO RECORD-HERALD

A Friend's Endorsement Goes a Long Way to Convince

# PHYSICAL **CULTURE**

is the friend and helpful health adviser of its readers it receives their most intimate confidences and in turn gives them its most thoughtful and painstaking counsel. When PHYSICAL CULTURE publishes your advertisement, it is recommending your product or proposition to its readers as friend to friend—and that's the way they look at it.

New York Office: 1 Madison Avenue O. J. ELDER, Manager Chicago Office: People's Gas Building W. J. Macdonald, Manager

The Steadiest Growing Magazine Advertising Section in America

### FOR A SALESMAN WHO CAN SELL

there is a permanent position waiting.

Weekly drawing account against commission. An old, reliable firm, well known. Big enough to handle anything—small enough for him to be close to the throne.

To qualify, he must be honest, reliable and able to sell illustrated catalogs to men who know how to buy them. Factory in a large Eastern city.

Interview granted if sufficient details are given in first letter. Everything in confidence.

Address, "Salesman," Box 148, care Printers' Ink.

# THERE'S A JOB

in the service department of an educational institution in New York. A young man with the ability to write forceful, humaninterest letters will find a berth that leads to better things in a rapidly growing establishment. A good, fundamental education is essential. A university graduate, all other things being equal, will be preferred. Some knowledge of the principles of accounting, advertising, selling, economics, organization, management and other business subjects would be of considerable valuefor these are the subjects taught. Your letter will be the first test -in it, give all the facts from A to Z. At first, the salary will be \$20 a week, but the salary will grow with the man.

Address, Correspondent, Box 150, Printers' Ink. lic, putting it squarely up to them to make good. The response to this kind of an appeal is by far the biggest value we get from our advertising.

Advertising men are handicapped in that they have no tools with which to test the efficiency of their product. Engineers can test to the finest fraction the quality of the thing they make. Advertising men must depend upon their knowledge of people, the knowledge of the organization behind them and the seasoning of their judgment to help them to determine what to publish.

I was approached recently by a man who had spent the previous day in hatching a plan by which we were to be permitted to donate \$400,000 to an advertising campaign to save our reputation. I replied that I did not think our reputation was worth that much.

Advertising men seem to be able to "get by" with this "over-night" product and that is where they have it on the engineer. You cannot make a piece of iron or steel do what it was not made to do. We have to satisfy all the laws of God and man before our work will stand alone.

So, we make our working force a testing department for our advertisements. After hanging them in the shop, where the men can see them and comment upon them freely, we have a pretty good basis for determining their value.

Changes in Santa Fe's Advertising Department

A. D. Morford, of Chicago, has been appointed Western advertising manager of the Atchison, Topeka & Santa Fe Railway, with headquarters at Topeka, Kan., succeeding the late F. S. Sawage. The appointment is effective February 15. Mr. Morford has been with the advertising department of the company for several years past. The Topeka office, under the management of Mr. Morford, will continue to place the contracts for the company's business.

Palmer Advertising Manager of Stone & Webster

Louis Palmer has succeeded Barrett Smith, who recently resigned as advertising manager of the Stone & Webster Engineering Corporation, Boston. Mr. Palmer was Mr. Smith's assistant for two years and was formerly a member of the editorial staff of the Survey, New York

### Continuity of Advertising Wins in Conservative Field

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rett verster Mr. One New York Bank Shows Increase of \$700,000 in Deposits by Use of Steady and Dignified Copy—Story of the Advertising—Why Some Bank Copy Must "Go Slow"

BANKING institutions must go Cæsar's wife one better in avoiding suspicion. It's a pretty trick to write strong "reason-why" copy for a bank and avoid an over-urgent note. While, as the readers of PRINTERS' INK know, such copy has been successfully written, many strong banks do not care to risk a trial and are content to cling to the safe rock of publicity copy.

Obviously, therefore, the hope of such cautious concerns making advertising pay a profit must be based on, chiefly, one element—continuity. And continuity has some remarkable successes to its credit. Let the reader examine the ad of the Chatham and Phenix National Bank, of New York, reproduced here, and see if he can extract any thrills from it. He can't. But there is a thrill in the fact that with copy like this the deposits of this bank have increased \$7,000,000 within two years.

It appears that this institution started advertising nine years ago. At that time the question was raised as to the wisdom of advertising a bank which had been in existence since the War of 1812, and which was regarded as one of the most conservative of New York's commercial institutions. Progressive blood in the conference, however, prevailed and advertising was inaugurated which has been followed year in and year out, when business was good and when business was bad.

Perhaps the most interesting thing about the Chatham and Phenix advertising is the copy. During the nine years of advertising this copy has never been changed, and has been called by advertising men "old fogey" and "cut and

# Sworn Circulation Statement

Once every year Medical Council issues a sworn statement of circulation.

Books and records are freely open to you for verification.

On Feb. 5, 1914, the net paid subscribers to Medical Council numbered 24,538.

Average gross circulation during 1913—27,125 copies each issue.

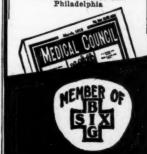
As great a circulation for medical journals as "Saturday Evening Post's" 2,000,000 for general magazines.

Rates very little more than others.

Medical Council undoubtedly the big value among medical journals.

Ask McTighe, 286 Fifth Ave., N. Y. City— "Big Six" Representative.

THE MEDICAL COUNCIL
42nd and Chestnut Sts.
Philadelphia



dried" because it seems little better than the card advertising which has come in for so much abuse.

But regardless of what public opinion may be, the fact remains that the copy is proving satisfactory, and there seems to be a reason for it, not outwardly apparent. This reason is crystallized by Bert L. Haskins, cashier, as being necessary in order to get around the danger of suggesting

100 Years a
Commercial Bank
THE
CHATHAM
AND
PHENIX
CHATHAM
AND
PHENIX

CHATHAM

PHENIX

ATIONAL

BANK

192 Broadway
Cor. John St.
Capital & Surplus, \$3,500,000
Resources, 27,000,000
Invites Your Account

THOUGH BARELY MORE THAN A BULLETIN, IT HAS PAID WELL

weakness by too urgently begging for business: "As our directors include men like August Belmont, P. S. DuPont, Elbert H. Gary and Waldo H. Marshall, it is plain that, above all, our copy must be dignified," explained Mr. Haskins. "That was the chief consideration when we drew up the original admine years ago. So we had an artist design an advertisement which

focused attention on our name, and embodied a few figures as to resources and capital. For the purpose of attracting the eye and connecting our advertising with our statements the ad was set off with a sort of trade-mark. It has been the constant repetition of this ad more than any selling value it may have that has won out. Appearing as it has in the different New York dailies day after day, there is no doubt that it has left an impression on the minds of many. Naturally when a person contemplates opening an account, he often unconsciously thinks of our bank and comes to us, as our statement shows."

Another angle to this type of copy for conservative banks was set forth by Mr. Anderson, assistant secretary of the Title Guarantee & Trust Company, New York, before the Bank Publicity Association a few days ago.

Mr. Anderson, after stating that his bank spent \$50,000 a year during the past ten years for advertising, and that he did not think there was an officer in the company who is not satisfied beyond doubt of the success of that advertising, spoke of the difficulty in bank advertising. He said:

bank advertising. He said:
"Unfortunately, it seems that it is impossible for a bank to use any kind of good copy. It is hard to say just why this is because there is nothing that interests a man more than his money, and it ought to be that copy with human interest in it could be written around an advertisement pertaining to the care of a man's money. The reason probably is that there are a great many good banks and they are all more or less alike in what they do. One bank may be stronger than another or render better service, but the advertise-ments of all the banks look very much alike. As a matter of fact, the stronger the bank, the less alluring its advertisements become, the stronger bank knows it must make good what it promises.

"It is a little unwise to bubble over with enthusiasm when you are writing a bank ad. If you advertise in large letters "We Want Your Account," with the word Your' underlined, and the next day a man comes in with the advertisement, bringing with him fifty greasy one-dollar bills, representing the savings of a lifetime and kept up to date in an old sock, no doubt, and you try to explain to him that it takes from two to five hundred dollars to open an account, the atmosphere of cordiality receives a chill, and if that man ever gets to a point where he has enough to open a

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bank account the chances are he will not bring it to you.

"If a slick-looking individual, who looks in a way like an amateur or professional Jim the Penman, calls to see you about opening an account and yet can refer to no one who knows him, and you have to explain to him that he cannot open an account since he cannot be suitably introduced, the chances are he will remember the interview unpleasantly."

# A Young Man Wants to Invest Himself

in the organization of a manufacturing corporation, periodical publisher or advertising agent in or about New York City, with the belief that he can apply with profit to his prospective employer a sound equipment and a broad, practical experience of eleven years in advertising and merchandising—embracing the department store, advertising agency and magazine fields. He is thirty-two; college-bred; unmarried; first-rate credentials.

The connection sought is not "a job"; nor is it a chance to fill a "vacancy." On the contrary, he wants something to do with a connection with a real business that offers, at the start, an opportunity to demonstrate to some business man or group of business men that the constructive character of the services offered will be helpful in the solution of some advertising and selling problems—and eventually become a factor in the more profitable conduct of the business. Address, "C. B.," Box 149, PRINTERS' INK, New York City.

# Advertising Agencies

### Do You Know Newspaper "Classified"

Can be "cleared" through us at a much greater profit to you than by placing it with the papers yourself? (Our commission proposition will prove this.)

The methods and machinery used here, coupled with the efficiency of capable clerks, enable us to give you service that is unequalled anywhere. (Letters from satisfied clients prove this.)

Why not write today for Commission Proposition, Testimonials and Bulletin No. 129, containing lists?

THE ARKENBERG-MACHEN CO. 234-36 Nasby Building, Toledo, Ohio

This Agency is recognized by the A. N. P. A. and Quoin Club.

# RINTERS'

FOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY Publishers.

OFFICE: 12 WIST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. Romer, Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The ad-dress of the company is the address of the

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager. St. Louis Office: Third National Bank Building, A. D. McKinney, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra; Canadian Postage, fifty cents.

Advertising rates; Page, \$60; half page, \$30. quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

A n

interesting

NEW YORK, FEBRUARY 12, 1914

Advertised bit of data is Goods and furnished by the Turnovers Dry Goods Economist in its table showing the average turnover for 1912 in various departments of four large metropolitan stores. From the advertising man's view-point the figures are more interesting than significant, yet they lead one to suspect that with a little elab-

oration they might be made a

demonstration of the

value to the dealer of nationally advertised goods.

striking

The average runs all the way from 16.1 turns in the candy departments to 2.7 turns in the clock departments, indicating, of course, that the average stock of candy was sold sixteen times in the time it took to sell the stock of clocks three times. Similarly, we find 11.5 turns in the grocery departments, as against three in dress goods; 14.2 turns in women's suits and 4.2 in trimmings; 8.3 in pianos and 3.7 in furniture.

Almost without exception the average turnover is high in those departments which handle classes of goods which are widely advertised to consumers, and low elsewhere. Of course the figures as they stand are not conclusive, for they give no indication of the size of the stocks turned, nor of the amounts of nationally advertised goods actually included in them; but they are highly suggestive none the less.

If it is possible to get figures such as these (even though it is necessary to publish them in the form of averages) why is it not possible to go farther and show percentage of advertised the brands in each department's stock? Such data would be of immense value if it is again necessary for manufacturers to appear in Washington in defense of protected resale prices, and it might help lay at rest the contention that advertised goods do not afford the dealer a fair profit.

The Chautaugua The Publish- School of Nurser Is Not ing, Jamestown, N. Y., has just a Court

obtained an in-it the National junction against the School of Nursing at Elmira, in a suit brought for violation of the copyright law. The interest of the case to advertising men lies in the fact that it was brought for the purpose of proving to publishers that they ought not to accept the defendant's business.

Both concerns are correspondence schools, and both secure students almost exclusively from To shut either of advertising. them out of the publications would seriously interfere with their busi-So, when the National School began to put out instruction sheets very similar to those of the Chautaugua School, the latter simply pointed out the resemblances to the representatives of the publishers, and asked them to refuse the National's business. Some of them did so, but so many declined as to make a prosecution necessary. As the Chautauqua people put it: "The action should have been totally unnecessary and nothing not already apparent to any investigator has been gained by its trial; while we have been needlessly subjected to heavy expense and great inconvenience for neither of which we have any

recourse.

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Of course it is tough on the Chautauqua School, but we do not see that it has any very just grievance against the publishers. The publisher who sets himself up as a court of arbitration in cases of alleged copyright and patent infringement would be in hot water all the time. That this is a perfectly reasonable view will be realized when one considers the many patent suits that are dragging their slow length along in the law courts. Surely a publisher could not be expected to judge such suits in advance of court decisions and to refuse the advertising of every concern which happened to be a defendant in a patent suit. It would certainly be absurd to refuse the advertising of the General Electric Company and the Eastman Kodak Company, simply because some inventor sued them for patent infringement.

The most that the publisher can be expected to do is to satisfy himself that the article will accomplish what the advertiser says it will-in this case that the course advertised will really teach something valuable. Throwing out an advertiser on the ground of alleged copyright infringement might lead to a nice little suit for slander, and then who would recompense the publisher for the expense and inconvenience of de-fending himself? The answer is,

It is expensive to bring suits and expensive to defend them. We fancy that it always will be. But let's not set up the publisher as a special referee; he has troubles enough of his own.

No Monopoly Just now, while the subject of of Good monopoly is so Business widely discussed Methods connection with the proposed legislation to supplement the anti-trust law, it is well to remember that no arrangement of interlocking directorates, no price agreements or other artifices can secure a monopoly of the qualities which make for leadership in an industry. And conversely, the prohibition of such artificial restraints of trade will bestow no magical advantage upon lax and inefficient business methods.

In a published interview, George Whelan, founder of the United Cigar Stores Company and organizer of the syndicate which now controls the Riker-Hegeman chain of drug stores, says:

I believe that the United company has helped every good cigar dealer. When we opened our first store in 1901, the Metropolitan Tobacco Company, from which we do not buy, was furnishing the dealers of New York with something like \$1,000,000 worth of goods per month. If I am not missive their selections of the practically

with something like \$1,000,000 worth of goods per month. If I am not mistaken, their sales to-day are practically 75 per cent more than that amount, notwithstanding that we have entered the field and are doing an aggregate business of about \$1,250,000 per month in New York City.

This is simply due to the fact that we have given the cigar business greater prominence. When the United started cigar dealers were displaying pipes in their windows. By attractively displaying cigars and improving store methods we aroused the interest of the public and increased the demand to the benefit of the entire legitimate cigar trade. I really believe that had it not been for the United there would be no good cigar stores or any cigar business to cigar stores or any cigar business to speak of in New York to-day.

There was a time when it was quite the fashion for the independent cigar dealer to denounce the United as an iniquitous "trust," and to accuse its organizers of attempts to establish a monopoly. The increased prosperity of the independents, to which Mr. Whelan refers, dates from the moment they recognized the fact that the United had no monopoly, and could establish none, in good business methods. No ingenuity of organization would enable it to corner the market in politeness, or to establish any exclusive right to advertise in the newspapers and display goods in attractive windows, or to patent the privilege of studying the public taste. There was nothing on earth to prevent the little man from running a little business on the same principles which made the big business succeed, and most of the independents realized it in the course of time, after the United had shown them how to do it.

The men who organized the United were good business men. Most of the independents were not such good business men. Those facts could not have been altered by any laws which might have been on the statute-books, and neither will the laws which the administration is going to try to pass make good business men out of poor ones. They may provide a little more even distribution of opportunity, but they certainly cannot teach dull wits to take advantage of it.

Exhibitions
Pay?

There appears to be a decided falling off in the interest of the larger and older firms towards exhibitions generally. Several recent news reports in PRINTERS' INK have chronicled the fact that many firms are beginning to doubt the value of the returns gained, in proportion to the time, money and trouble expended.

The recent action of the tire section of the Automobile Accessories Manufacturers' Association in deciding they would not take part, directly or indirectly, in any exhibitions during 1914, was absolutely unanimous, and prominent members state that they have come to regard the exhibitions as merely a troublesome expense which they are glad to see ended.

Fear of creating an unfavorable opinion by absence has been an active factor in retaining others, while yet another section of manufacturers simply exhibit because their competitors do so, and a gettogether convention on the same lines as that of the tire manufacturers would doubtless reveal a similar unanimity.

The fact is that these shows crowd in upon one another so rapidly and are being so overdone in even the smaller country towns that the drain is a serious one, and, except in a very few lines, the results more than doubtful.

Eliminating curiosity seekers and souvenir hunters, the percentage of actual buyers at such shows is relatively small, and even these few find themselves crowded out by a mob of people whose sole motive is to pass the time. The

abuse of the exhibitor's cheap ticket is doubtless responsible for much of this overcrowding. In some cases it has gone so far that tickets could be had for the asking by any adult applicant, and in one instance, at any rate, touts were stationed on the sidewalks outside the exhibition, who offered free tickets to every decently dressed passer-by, and this in one of our largest cities.

The result is seen in a nondescript crowd of sightseers, the majority of whom, if analyzed carefully, would be found to be utterly unable to purchase even the cheapest of the articles exhibited. Fastidious purchasers do not care to be hustled in such a miscellaneous crowd and consequently stay away, preferring to study the advertising of the different manufacturers at their leisure, and then, having made a tentative selection, to visit their local agent and see a demonstration under conditions which enable them to impartially judge the proposition.

These remarks apply more particularly to exhibits of high-class products, such as automobiles and other expensive articles, but there is a moral in them even as applied to more papular lines.

to more popular lines.

Yes, indeed, we A Net Price have noticed that for "The the book on the New Panama Canal, written by the Director-General of the Pan-New American Union, is sold to dealers "with the understanding that the retail price shall be not less or more than \$1 per copy." there has been any relaxation of the net price restrictions as applied to the books of Woodrow Wilson, now President of the United States, we have not been notified of it, and Mr. Wilson's command of the English Language is such that we think Doubleday, Page and Harper could scarcely have misunderstood if he had chosen to express himself on the

Are we safe in regarding the above-mentioned incidents as official recognition of price-maintenance as a good business policy? Lesan Service

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# Additional Equipment For Improved Service

More ability, better equipment and the contribution of more minds, without sacrificing close personal relations with the advertiser, is the unquestionable demand of the modern Advertising Agency.

To keep ahead of this demand, the staff of the H. E. Lesan Advertising Agency has been strengthened and its business departmentalized, as indicated in the accompanying eight-page announcement.

### H. E. Lesan Advertising Agency

Four-forty Fourth Avenue, New York City Old Colony Building, Chicago

# First Vice-President And Counsel

Mr. Francis H. Sisson, Secretary and Advertising Manager of the American Real Estate Company, one of the largest real estate corporations in New York City, has been elected First Vice-President of the H. E. Lesan Advertising Agency, and retained as its Advertising Counsel.

His successful experience both in newspaper and periodical publishing, editorial work, salesmanship, planning, writing and placing advertising art and printed matter will hereafter be available to the Lesan Advertising Agency and its clients.

# Service Department

As announced in last week's issue of Printers' Ink, Mr.

Dave E. Bloch now has charge of the Copy, Plan and Art Departments, as Director of Advertising and Sales Promotion Campaigns.

Mr. Bloch has just severed his connection as Advertising Manager of The Globe-Wernicke Company. His campaign for this firm the past year was made up of over five hundred totally different advertisements, the unique copy, typographical and illustrated features of which produced an unusually strong effect.

He has taken part in all of the three divisions of sales work—retailing, jobbing, manufacturing. As Advertising Manager for three firms in twelve years, he has gained knowledge which places him in a position to appreciate the advertiser's standpoint and requirements.

His selling experience is complete. Aside from copy, media, art and typography, his grasp of advertising includes all the essential elements, such as correlative work on dealer, dealers' salesmen, jobber and jobbers' salesmen, and the mental attitude of the advertiser's own organization towards advertising.

Page Four

Lesan Service Produces Ress

# Talking With Advertisers About Their Products

Five years' experience with the Dry Goods Economist, the same length of time with the Curtis Publishing Company, and three years as General Manager in charge of the Sales and Advertising of the Taylor Nursery Baby Bed Company, is available to Lesan clients in Mr. Howard E. Spaulding.

Mr. Spaulding is unusually competent in analyzing and presenting to advertisers the trade possibilities for, and competitive conditions affecting, their products. He is especially well qualified to suggest ideas for the grasping of opportunities, or overcoming the obstacles, presented by such analysis.

Mr. Spaulding will be glad to confer with any advertisers about advertising and sales, and explain Lesan service to them.

Lesan Service Produces Result.

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Page Five

# Experienced Practical Service

Mr. A. C. Barrell has managed a retail business and spent four years in the manufacturing business. For eight years he had charge of the retail road men and of the advertising of the Remington Arms Company and the Union Metallic Cartridge Company, and three years with the Collier and Butterick organizations.

Mr. Barrell is particularly effective in giving close, individual attention to all the phases of his clients' advertising, correlative work and sales promotion, and his methods are based on practical experience. He will be glad to confer with business men about sales and advertising, and to present the message of the Lesan Agency.

# Unusual Art Service

Mr. Raymond Walters, artist and service expert, formerly with the Curtis Publishing Company and Butterick Company, is now in the Service Department of the Lesan Agency as Art Director,

He is particularly effective in making lay-outs to visualize to advertisers in advance how their advertisements will look when printed; in the preparation of advertising pages in color; in photographic reproduction work (a wonderful field by itself), and insuring good printing results by personal cooperation with, and direction of, the printer, engraver and publisher.

There is nothing more valuable as a part of the service of the modern advertising agency than the work for, which Mr. Walters is peculiarly fitted.

# Research and Investigation

Mr. C. H. Pierce has been engaged to take charge of Research, Investigation and Retail Commercial Service work.

Mr. Pierce's experience has taught him the best way to get exact data. He understands exactly how to learn what the man or woman who uses the goods thinks about them. He finds new uses for merchandise, thereby increasing sales. He thoroughly understands how to obtain truthful statements from the dealer. He finds out—does not guess—and finally makes his reports before we make recommendations. His reports are naturally unbiased. His experience, covering over twenty years of practical working in this line, eminently fits him to render these reports, which are so vital to the advertiser.

Mr. Pierce's work is one of the most important of all of the new functions of an advertising agency, because it starts at the foundation. Many advertisers are on a wrong foundation because they are mistaken, or misled, about their own product, about the field for it, about the competition against it, or by wrong methods of promotion.

Page Eight

Lesan Service

# New Clients

The Lesan Advertising Agency can acceptably serve a few new clients, and would be glad to have the opportunity to talk to any advertiser, anywhere, who might be interested in the way we have summed up, and prepared for, the demands of the present day advertiser.

We are attaching a coupon at the bottom of this page for the convenience of those interested. If you care to talk with any individual in the Lesan organization, write the name of the party you wish to see on the bottom of the page, and he will call upon you anytime you say. Of course, this will not obligate you in any way.

n

Tear This Out Now
Have your Secretary fill in blank spaces and mail today

•			
H. E. Lesan Advertising Agency 440 Fourth Avenue New York City			
Gentlemen:			
Kindly have a Lesan representative call	(date)_		_
(hour)	and	ask	for
Mr			
Yours truly,	-		
Firm Momo			

Firm Name\_\_\_\_\_Address\_\_\_\_

### Using Newspapers as Dealer Mediums

The Milk-Rice Company of Chicago is using newspapers in various cities for the double purpose of securing publicity for White Swan Milk Rice by showing a for White Swan Milk Rice by showing a large picture of the package, and to send a message to the retail grocer. The first advertisement of the series is addressed to the grocer. He is told that in a few days a representative of the company will call on him, and show him how it is possible to cook the product in 100 ways in exactly ten minutes. "Now, Mr. Grocer," the copy reads, "think how this food will reduce the household expense by its cheapness; actually one pound and six ounces for 15 cents. Stop and consider these points and when our representative calls and and when our representative calls and explains our selling plan, say, 'All right, put me down for a trial case on those terms.'

It is not often that a manufacturer uses newspaper space to tell his story to the dealer, and the newness of the to me dealer, and the newness of the idea may appeal to every one who reads the newspaper. This talk is written in such a way that the housekeeper learns everything she would learn were the copy directed to her.

### A Bull Durham "Stunt"

In the smaller towns The American Tobacco Company is stimulating the sale of Bull Durham tobacco by offering a solid copper lacquered "Lucky" pocket solid copper lacquered "Lucky" pocket piece with every package of the tobacco. One side of the coin shows the front half of the "Bull" trade-mark with the phrase, "Heads You Win If You Smoke Bull Durham." The other side shows the other half of the "Bull" trade-mark with the phrase, "Tails You Lose, etc." The names of the dealers in the twent are listed in the cover.

towns are listed in the copy.

The American Tobacco Company is
also using large space in small-town
newspapers to feature its Riz La Croix

cigarette papers.

### Thompson Buys into Publicity Company

Charles B. Thompson, formerly editor of the Bakers' Review, of New York, announces the purchase of the principal interest in the W. R. Gregory Company, of New York. He will be president and general manager of the company and will continue the publication pany and will continue the publication of the Review and American Hay, Flour & Feed Journal. William R. Gregory, late president of the company, gory, late president of the was killed several weeks ago in all automobile accident.

### New Touch in Heinz Copy

The H. J. Heinz Company, Pittsburgh, is using a new style of copy to adver-tise Heinz Prepared Mustard. Fiftyuse Heinz Frepared Mustard. Fifty-line, single-column space is being used with a cut of the glass of mustard in white on a solid black background. The inside of the glass is mortised for the copy which is brief and concerns the quality.

### New Wrinkles in Ice Campaign

The American Ice Company is advertising an improved ice service for Philadelphia. The delivery of ice and collection of money is to be separated. The wagon men will not collect accounts, nor accept money for any ice sold. American Ice Coupons are secured from the drivers by signing a slip, and the collector, wearing an American before the payment. slip, and the collector, wearing an American badge calls for the payment of the book.

### A Courageous Brand Name

"Yoghurt" is the name of a Bulgarian Sour Milk which is being advertised in Chicago. It is prepared by F. Mueller and offered as a therapeutic food for invalids, convalescents, the aged and people whose digestive organs cannot do the work properly.



# HE COUNTRY'S FOREMOST MEDICAL JOURNALS"

Journal of Clinical Medicine, Ch.

ASSOCIATED MED. PURLISHERS D. CLOUGE, Sec'y, Ravenswood Sta., Chic McTione, Eastern Representative, a Representative, 286 Fifth Avenue, New York.

Ask any merchant or business man in Elizabeth—ask anybody in Elizabeth about the Journal. They will all tell you that it is known and read in every home in the city. Unaided, it can carry your business story to everybody in its

Member A. N. P. A. Bureau of Advertising and Gilt Edge List.

### Elizabeth Daily Journal ELIZABETH, NEW JERSEY

Population 80,000

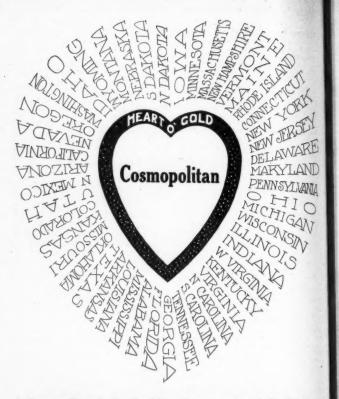
F. R. NORTHRUP, Special Representative 225 Fifth Ave., N. Y. Advertising Bldg., Chicago, Ill.

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### Cosmopolitan is the throbbing heart-center of the livest circulation in the magazine world; a human body of over a million, yet one in its clanny cohesiveness

You can't buy its interest through duplication; you can only "reach" it through Cosmopolitan. If I had as many tongues as Caesar had wounds, I could tell Cosmopolitan's story. But, lacking eloquence, it's a whale of a story and a Jonah for me to write.

If you could take my job six months, see the business coming in, study the situation as I study my competitors; if you could travel my circuit, talking to Agents who place every kind of copy to Manufacturers who make every kind of article; if you could get THEIR angle, then wouldn't you know, as I know, that Cosmopolitan is the biggest thing in the national field for the Advertiser?

COSMOPOLITAN America's Greatest Magazine \$1000

## FEBRUARY MAGAZINES

### ADVERTISING IN MONTHLY MAGA-ZINES FOR FEBRUARY

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ing uld (Exclusive of publisher's own advertising.)

		Agate
P	ages.	Lines.
Cosmopolitan	142	31,920
Sunset-The Pacific	95	21,280
World's Work	92	20,718
Review of Reviews	87	19,502
Everybody's	82	18,504
McClure's	77	17,434
Scribner's	75	16,968
Harper's Magazine	74	16,618
Hearst's	72	16,186
Metropolitan (cols.)	91	15,589
American (cols.)	94	13,526
Current Opinion (cols.)	69.	9,780
*Popular	42	9,520
Century	41	9,352
Wide World	41	9,296
Munsey's	39	8,680
Red Book	37	8,456
Home Life (cols.)	50	8,310
Argosy	36	8,064
Atlantic	32	7,280
American Boy (cols.)	36	7,200
Ainslee's	-31	6,944
Strand	30	6,776
Boy's Magazine (cols.)	33	5,962
Overland	22	5,047
St. Nicholas	22	4,928
All-Story	21	4,900
Lippincott's	20	4,480
Blue Book	17	3,808
Smart Set	16	3,752
Bookman	16	3,584
Smith's	14	3,136

<sup>\* 2</sup> issues.

### VOLUME OF ADVERTISING IN WOMEN'S MAGAZINES

(Exclusive of publisher's own advertising.)

		Agaic
	umns.	Lines.
*Vogue	403	63,679
Ladies' Home Journal	112	22,592
Good Housekeeping Maga-		
zine (pages)	87	19,516
Woman's Home Companion	90	18,024
Delineator	81	16,248
Pictorial Review	80	16,000
Mother's Magazine	109	14,914
Woman's Magazine		14.029
Designer	69	13,895
Modern Priscilla	81	13,677
People's Home Journal	67	13,441
McCall's	98	13,204

We pay for this half page but the other half of the page is our best advertisement.

# METROPOLITAN "The Livest Magazine in America"

J. MITCHEL THORSEN Advertising Manager

		and little
Columns		RECAPITULATION OF ADVERTED ING IN MONTHLY CLASSI.
Ladies' World 59	11,800	FICATIONS
Harper's Bazar 69	11,676	(Exclusive of publisher's own
Housewife 56	11,261	4
People's Popular Monthly. 58	10,864	
Holland's Magazine 53	10,178	
Woman's World 55	9,778	40 77
Needlecraft 30	5,746	
		3. Motor Boating (cols.). 250 42,118 4. Cosmopolitan 143 31,920
* 2 issues.		5. Country Life in Amer-
VOLUME OF ADVERTISIN		ica (cols.) 176 29,658
MONTHLY MAGAZINES		6. System 130 39,130
RYING GENERAL AN	D	7. MacLean's (cols.) 197 27,670
CLASS ADVERTISING	1	8. Popular Mechanics 122 27,413
(Exclusive of publisher's o	wn	9. Architectural Record 107 24,087
advertising.)		10. Ladies' Home Journal
	Agate	(cols.) 112 22,592
Pages.		11. Vanity Fair (cols.) 136 21,488
Motor (cols.) 430	72,373	12. Sunset-The Pacific 95 21,880
Motor Boating (cols.) 250	42,119	18. World's Work 92 20,718
Country Life in America		14. Canadian Magazine 88 19,719
(cols.) 176	29,658	15. Good Housekeeping
System 130	29,120	Magazine 87 19,516
Popular Mechanics 122	27,412	16. Review of Reviews 87 19,501
Architectural Record 107	24,087	17. Everybody's 82 18,504
Vanity Fair (cols.) 136	21,488	18. Woman's Home Com-
Garden (cols.) 119	16,696	panion (cols.) 90 18,034
Popular Electricity 67	15,074	19. McClure's 77 17,484
Suburban Life (cols.) 78	13,260	20. Scribner's 75 16,983
House Beautiful (cols.) 91	12,778	21. Garden (cols.) 119 16,696
House & Garden (cols.) 86	12,042	22. Harper's Magazine 74 16,618
Craftsman 58	11,984	23. Canadian Home Journal
Physical Culture 46	10,490	(cols.) 82 16,494
Theatre (cols.) 57	9,702	24. Delineator (cols.) 81 16,248
Outing 42	9,548	25. Hearst's 72 16,186
Field & Stream 38	8,694	
International Studio (cols.) 55	7,778	* 2 issues.
Travel (cols.) 53	7,512	a issues.
American Homes & Gardens		
(cols.) 48	7,278	VOLUME OF ADVERTISING IN
Technical World 81	7,054	WEEKLIES IN JANUARY
Outer's Book 25	5,600	(Exclusive of publisher's own
Outdoor Life 24	5,488	advertising.) Agate
Arts & Decoration (cols.). 39	5,460	Columns. Lines.
Outdoor World & Recrea-	4.496	Jan. 1-7
tioh (cols.)	4,486	Saturday Evening Post 113 18,910
Extension Magazine (cols.) 22	3,520	Scientific American 74 14,800
VOLUME OF ADVERTISING	a TW	Literary Digest 57 7,988
		Town & Country 42 7,079
CANADIAN MAGAZINES		Collier's
(Exclusive of publisher's or	W II	Life 40 5,609 Christian Herald 27 4,704
advertising.)	Amoto	
Dames	Agate	
Pages.	87,000	
*Canadian Courier (cols.). 200	27,670	
MacLean's (cols.) 197 Canadian Magazine 88	19,712	
Canadian Home Journal	10,71%	11.7
	16,434	
(cols.) 82	10,409	
* 5 Jan. issues.		
o jan. Issues.		Harper's Weekly 5 806

ERTH II. ¥n Agate Lines 72,871 68,679 42,110 31,990 29,658 29,120 27,670 27,412 24,087 82,592 21,488 21,280 0.718 19,712 9,514 9,500 8,504 8,024 7,484 6,968 6,686 6,618 ,434 ,248 ,186

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# Lesan Looks to Printers' Ink

Editor PRINTERS' INK:

Our reasons for having bound volumes of PRINTERS' INK in our Reference Library is, briefly, because we consider PRINT-ERS' INK an invaluable reference work.

When we want to settle a point regarding advertising and sales, why, where is there to go but to PRINTERS' INK?

Yours very truly,

H. E. LESAN ADVERTISING AGENCY, Inc.

Bound volumes of PRINTERS' INK may be had for 1914 at \$8.00 the set of 4 books, issued quarterly. Postage prepaid.

PRINTERS' INK PUBLISHING COMPANY
12 West 31st Street - - - - New York

Jan. 8-14 Col	umns	Agate Lines.
Collier's		33,396
Saturday Evening Post	84	14,256
Town & Country	54	9,163
Literary Digest	57	8,117
Life	45	6,371
Leslie's		4,036
National Sunday Mag.	22	3,774
Forest & Stream	23	3,437
Outlook (pages)	15	3,416
Associated Sunday Mags.		2,925
Illustrated Sunday Mag.	. 15	2,700
Christian Herald	14	2,520
Churchman	13	2,203
Youth's Companion	9	1,965
Harper's Weekly	10	1,680
Scientific American	5	1,189
Judge	7	1,066
Jan. 15-21		
Saturday Evening Post	88	14,799
Literary Digest	76	10,712
Collier's	35	6,748
Town & Country	34	5,857
Leslie's	22	4,544
Christian Herald	24	4,200
Life	26	8,769
Scientific American	17	3,474
Forest & Stream	22	3,275
Associated Sunday Mags.	17	8,060
Illustrated Sunday Mag.	16	2,950
Outlook (pages)	11	2,632
Churchman	16	2,576
Judge	15	2,133
Youth's Companion	5	1,000
Harper's Weekly	3	672
Jan. 22-28		
Outlook (pages)	64	14,476
Saturday Evening Post	72	12,308
Literary Digest	68	8,862
Town & Country	50	8,497
Collier's	31	5,982
Life	35	4,913
Leslie's	24	4,876
National Sunday Mag	26	4,572
Christian Herald	23	4,082
Forest & Stream	23	3,489
Associated Sunday Mags.	17	3,105
Illustrated Sunday Mag.	15	2,710
Churchman	16	2,606
Harper's Weekly	15	2,520
Youth's Companion	12	2,474
Scientific American	11	2,215
Judge	11	1,562
Jan. 29-31		
Saturday Evening Post	88	14,054
Literary Digest	78	11,055
Town & Country	44	7,400
Collier's	89	6,660
Scientific American	25	5,074

Columns	Agaic
Life 37	Limes. 8,918
Leslie's 18	8,737
Forest & Stream 19	2,791
Churchman 16	9,612
Outlook (pages) 10	9,408
Judge 10	1,450
Harper's Weekly 8	1,824
Youth's Companion 6	1,055
Totals for January	
Saturday Evening Post	74,337
Collier's	59,220
Literary Digest	46,784
Town & Country	37,996
Scientific American	26,752
Outlook	25,368
Life	24,580
Leslie's	20,591
Forest & Stream	15,979
Christian Herald	15,456
Churchman	18,100
*Associated Sunday Magazines	12,380
*Illustrated Sunday Magazine.	11,110
Youth's Companion	10,012
Judge	8,728
†National Sunday Mag. (2 iss.)	8,346
*Harper's Weekly	7,092

\* 4 issues.

# LIPPINCOTTS

# QUALITY and QUANTITY GUARANTEED

The unusual high quality of the Complete Novel and the Short Stories, together with "Walnuts and Wine," said to be the best humor section in America, have caused the

Greatest Growth in Lippincott's Subscription List during 1913

### PHILADELPHIA

NEW YORK
156 Fifth Ave. 1313 Marquette Bldg.

<sup>†</sup> Formerly Semi-Monthly Magazine.

# "Why Didn't We Go Out Before This?"

You will very probably have to say this if you wait until next year to come out to the Rocky Mountain States and find your competitor entrenched with the retailers and on good terms with the rich consuming public that inhabit this fine market place.

Why wait? Your work will be all the harder later on. You can easily learn from any responsible commercial or financial authority "what's coming off" here when Uncle Sam says "Open Sesame" to Panama.

# SUNSET

The Great Pacific Monthly

can get you in right solid with 80,000 retailers and the vast population "beyond the Rockies." We keep in touch with the retail trade direct all the time-the people love this typically far-Western magazine.

Better be sure than sorry—come now—put your trade problems up to us-we've got the organization to help you and you're welcome to use it. Let us repeat again:

"Get in Before the Canal Opens."



Agate Lines. 8,918 8,797

> 2,792 2,619 2,408

1.450 1.894

74.397

59,220

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26,752 25.28

24,590 20,591

15,979

15,456

13,100

12,820 11,110 10,012 8,728 8,248

7,002

### TALK PAGE COPY—\$200

Just address like this:

Sunset—The Pacific Monthly Wm. Woodhead, Business Mgr., San Francisco

Or the Eastern Offices:

Chicago-73 West Jackson Blvd., L. L. McCor-

mick, Mgr. 388 Marquette Building, G. C. Patter-son, Mgr.

New York-302 Times Building, W. A. Wilson,

# PRINTERS' INK'S FOUR-YEAR RECORD OF FEBRUARY ADVERTISING 1914 1918 1912 1911 Tee

	1914	1913	1912	1911	Total
Cosmopolitan Sunset—The Pacific Review of Reviews	81,920	45,278	39,162	26,096	149,456
Review of Reviews	21,280	25,648 23,520	85,112 28,448	24,304	106,344
Everyhody's	19,509 18,504	22,557	27,343	30,968 29,048	102,438
Everybody's World's Work.	20.718	28,382	22,932	21,530	97,452 88,562
McClure's	17,434	18.985	21,875	24,904	88,198
American	13,526	14,829 17,752 14,245	18.283	25,144	71,782
Scribner's	16,968	17,752	15,064 18,760 15,456	19,264	69,048
Munsey's	8,680	14,245	18,760	19.604	61,289
Continue	16,618	12,656	10,456	14,272 15,786	59,002
Current Opinion	9,352 9,780	10,362 12,012	14,112 12,096	15,786	49,582
Hearst's	16,186	14,837	4,704	7,056	47,804
Red Book	8,456	9,296	12,544	10,752	41,048
American Scribner's Munsey's Harper's Magazine Century Current Opinion Hearst's Red Book Metropolitan Argosy Ainslee's	15,589	8,371	7,036	6,944	87,940
Argosy	8,064	6,203	8,512	10,093	32,872
Annslee's	6,944	6,048	8,288	8,008	29,288
American Re-	7,280 7,200	7,448 6,187	6,944	7,356	29,028
Ainslee's Atlantic American Boy. Lippincott's	4,480	6,279	6,242 9,184	6,660	26,289
		3,920	6,720	5,613 7,586	25,556 23,126
Boy's Magazine	5,962	5,402	5,689	4,845	21,898
Boy's MagazineSt. Nicholas	4,928	4,816	4,256	7,586 4,845 3,736	17,736
	294,271	319,538	848,762	343,435	1,306,001
WOM		AGAZINE		,.00	'- anient
*Vogue	63,679	65,245	48,771	55,146	232,841
Ladies' Home Journal	22,592	27,741	30,581	33,000	113,914
Woman's Home Companion	18,024	22,974	26,009	25,800	92,807
Good Housekeeping Magazine	19,516	21,448	22,176	21,656	84,796
Delineator	16 948	23,234	19,966	17,760	77,208
Woman's Magazine Designer Pictorial Review Modern Priscilla Ladies' World	14,029 13,895	20,055 19,307	18,135 18,161	15,400 15,600	66,963
Pictorial Review	16,000	15,900	19,075	15,237	66,212
Modern Priscilla	13,677	10,000	16,043	18,784	64,170
Ladies' World	11,800	16,400	14,110	15.400	57,710
Mother's Magazine	14,914	14,401 13,803 12,511	11,937	14,862 12,328 17,042 10,028	56,114
	13,204	13,803	12,998	12,328	52,833
McCall's Woman's World People's Home Journal	9,778	12,511	11,991	17,042	51,322
Housewife	15.441	13,130 11,300	11,586 10,021	10,028 8,605	48,180 41,187
Housewife	11,676	5,247	4,957	8,750	30,630
*2 issues.	283,734	318,362	296,517	305,393	1,204,006
		GAZINES			
Motor Boating	72,378	97,272	99,036	104,496	378,177
Country Vife in A	42,119	55,944	36,162	33,642	167,867
Country Life in America System	29,000	32,304	50,604	40,482	153,048
Popular Mechanics	29,120 27,412	31,976 33,488	31,836 27,104	27,370	120,302
Suburban Life	27,412 13,260	17.024	18,445	16,150	64,879
Garden	16.696	17,024 16,713	15,029	14.771	63,209
Popular Electricity	15,074	13,440	12,096 14,058	13,356	53,966
House Beautiful	15,074 12,778 12,042	14,085 13,100	14,058	13,356 12,235 12,180	53,156
House & Garden	12.042	13,100	12,400	12,180	49,722
Outing Physical Culture	9,548	10,584	8,708 8,735	9,184	38,024 37,405
International Studio	10,490 7,778	7,280	8,735 11,340	7,840 10,304	36,702
Theatre	9,702	9,506	8,932	8,919	36,359
-	308,050	363,056	353,785	332,419	1,857,\$10
WE	EKLIES	(January)			
Saturday Evening Post	*74327	87,890	71,655	58,420	292,292
Collier's	*59,220	66,179	60,991	51,755	238,145
Literary Digest	46,734	45,733	41,964	. 37,400	171,831
Tife & Country	*87,996	41,992	39,320	33,570	152,878
Outlook	*95 940	*37,349 24,920	36,903 31,020	84,680 34,024	133,512 115,382
Saturday Evening Post. Collier's Literary Digest Town & Country. Life Outlook Leslie's	*20,591	*22,118	31,020 24,828	19,100	86,681
*5 issues.	288,816	326,181	306,681	268,949	
Grand Total1		1,327,132		1,250,196	-
	and admin	-,0-1,000	-,0-0,. 10	-,,	

# "VOGUE IS ALWAYS UPSTAIRS"

It was a woman prominent socially in New York who said to Vogue's editor:

"We subscribe to many magazines and you will find them all in the library—except Vogue. But I must admit that Vogue is always upstairs—in my boudoir—because I always want it at hand."

That statement so completely summed up the intimate appeal that Vogue has for its readers that we told several of our friends about it. And it was a Chicagoan high in the advertising world who wrote back:

"You said something! This is just what happens regularly in my home."

Investigate this in your own home and see if it is not true. And remember—if your message is of the sort that should reach women who never use anything but the best, Vogue will deliver it, not on the front porch, or at the back door, but "upstairs" in the homes of the wealthiest people in America.

Jount budes

443 FOURTH AVENUE

NEW YORK CITY

OF

Total
142,456
106,844
102,438
97,452
88,562
83,198
71,782
69,048
61,280

69,048 61,289 59,002 49,562 47,804 42,283 41,048 37,940 32,872 29,288

29,028 26,889 25,556 23,126 21,898 17,736

232,841 113,914 92,807 84,796 77,308 67,619 66,963 66,212 64,170 57,710

64,170 57,710 56,114 52,833 51,822 48,180 41,187 30,610

373,177 167,867 153,048 120,302 109,494 64,879 63,309 53,966 53,156 49,725

49,723 38,024 37,405 36,702 36,359 ,357,310

238,145 171,831 152,878 133,513 115,833 86,637

292,291

190,627

# Winning out Against Adverse Conditions

(Continued from page 13)

only (as is the case with the Stevens company), advertising literature is the sole connecting link—the only direct means of acquaintance—with the retail hardware and sporting goods merchant. The combination arms and ammunition company adds direct educational representatives, such as shooter-demonstrators, to the dissemination of hangers, booklets, folders, etc., and so scores a twofold effect. They alone can afford the additional personal contact and reap the benefit therefrom.



STYLE OF TREATMENT IN ELECTROS DEAL-ERS HAVE SHOWN A LIKING FOR

And then there's the "private brands"—guns made by the manufacturers for wholesale distributors, but bearing the special mark of the jobber only. Of course, you cannot and would not advertise these as factory productions. They might be a considerable percentage of a manufacturer's output, but are absolutely lost to a factory's advertising possibilities. Obviously, their interest to the wholesaler lies in the low price at which these "private brands" can be sold to him in quantity.

ATTITUDE TOWARD LEGISLATION

Legislation as applying to guns and to shooting has been constructive and destructive in its tendencies. Game must be pre-

served to make it an object for a hunter to buy a gun for hunging purposes. Gun and ammuni tion manufacturers have therefore naturally co-operated with the powers that be to protect and conserve the game. Game-breeding farms have been instituted (those in the State of Massachusetts are ideal establishments), educational campaigns have been waged in newspapers and on the platform -an ethical standard of shooting sportsmanship and inculcated wherever possible. Unfortunately, however, just when things have been going along smoothly and intelligently, it has frequently happened that a poorly posted legis-lator has fathered some bill with half-baked tendencies, and oftentimes placed the arms and ammunition makers in a defensive attitude-causing unnecessary antagonism and not of the manufac-turers' seeking. Some bird loven (and all honor to most of them) and some humanitarians have assumed extreme positions in their pronounced objection to guns and shooting. In their well-meaning opposition they have often been very unjust. So fanatical have their efforts been at times that they have obscured the issue and placed the manufacturers in a situation they certainly did not de-serve. How frequently we hear the story of the disappearance of the wild pigeons, which clouded the skies of the Middle West with their myriad numbers forty and fifty years ago. Millions and millions of them disappeared as if by magic. And hunters have been held solely responsible for this by many, and utterly without cause. The wild pigeons did disappear, but certainly not by the agency of guns and powder alone Natural causes, the building up of the West, and other influences, have been additional reasons for the strange and almost miraculous extinction of this species of bird To-day there is but one wild pigeon in existence and this is the one in captivity at the Cincinnati, Ohio, Zoo. I believe some wealthy sportsman has a standing offer open for \$1,000 to be paid upon delivery to him of a genuine wild

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Wild ducks have disappeared in similar fashion in other sections-also quail, prairie chick-

Every phenomenon of this kind has been blamed on shooters ex clusively, irrespective of other causes which no doubt materially aided in the extinction of this

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feathered game. If the Federal and State laws of this country will provide for the issue of a hunting license, registration and licensing of guides, an increased number of game protectors and restocking of State game farms, with Federal and State authorities will find that the arms and ammunition manufacturers will co-operate with them in every way possible to make an emphatic success of these laws of protection and preservation. Intelligent and honest action on the parts of all concerned will mean that even at this late day what is required will be accomplished. The arms and ammunition industries, with their interesting history of development and achievement, will continue to find a market for their peculiarly American commodities and prosper as they have in the past-when the country was younger and furred and feathered game much more abun-

### Agency Man to Direct Church Campaign

The Publicity Committee of the Associated Churches of Philadelphia has engaged the services of L. D. Wallace, formerly connected with the N. W. Ayer & Son Advertising Agency, to make known to Philadelphians the plan undertaken by this committee in advertising the city churches and asking the people of Philadelphia to "Go to Church."

The entire time of Mr. Wallace will be devoted to this work. He will visit clergymen, laymen and those interested in the spreading of the Gospel, for the purpose of fully explaining the ideas of the committee and the details of

the plan.

The main object of this movement is to attract financial support to the advertising campaign. Display advertisements are now being run in several of the city's newspapers, but the movement has not met with the support that was expected, the bulk of the expense heretofore having been met by a small group of individuals.

Philadelphia has gained national ad-

vertising through this innovation, many cities of the country having taken up the plan of advertising churches on a large scale and copied in detail what has been termed "The Philadelphia Idea."

### Wanted High Grade Men Salesmen-Creative Men-Artists

The Curtis Company has extended its field of activities into Canada and can use several additional high grade men. Would your particular ability best prove itself with an organization such as ours—An organization of Proven Strength,—of fifteen years' growth and expansion in the production of Direct Advertising; the people who first realized that wrint.

the people who first realized that print ing is really advertising: the people who originated and popularized the term Direct Advertising; a trained and unique Direct Advertising; a trained and unique organization of merchandising men, executives, creative men, copy men, advertising artists, advertising printers, backed by complete printing plants in Detroit, and across the river in Windsor, Canada—specializing entirely in the printing of advertising literature.

An organization composed entirely of

An organization composed entirely of self-made men distinctive because of their ability to deliver, and the lack of "hot air" in their make-up—men of imagination, initiative, and working along correct business policies—and

successful.

successful. Direct Advertising is becoming more of a force each day. Paper Manufacturers and Printers have awakened to the fact that their product is used very largely for advertising: now the paper manufacturers are vigorously advertising Direct Advertising and the Printer is (hesitatingly or glibly) talking Direct Advertising. And this is well; printing of the future will represent more than craftsmanship. craftsmanship.

craftsmanship.

Now—how about you? Do you fit in?

Have you trained abilities that we can
use in building a larger organization?

We have an extraordinary opening
for a high grade salesman—a salesman
big enough to sell American concerns
with Canadian plants. These are big
concerns and the job requires a man
who knows printing plus Direct Advertising a man who can see the possibiliwho knows printing pins Direct Advertising, a man who can see the possibilities of taking one order for delivery in the two countries. Address, Fred A. Curtis, Pres., The Curtis Company, Detroit, Michigan.

## Lincoln Freie Presse

GERMAN WEEKLY LINCOLN, MEB.

Takes the place of 250 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 125,667

# The Little Schoolmaster's Classroom

WHY aren't there more advertising men on the boards of directors of the various industrial corporations? Barkis is willing. Down in Wall street, they are getting all worked up over a possible "corner in directors" as a result of the Government's move against interlocking directorates. Theodore H. Price figures that there are 327, 000 incorporated enterprises in this country and if we allow an average of five directors each, there are jobs awaiting 1,635,000 individuals, — always providing the same man is not allowed to sit on more than one board.

Now what gives the Wall street people the chills is that there are only 424,000 men and women in the United States with incomes exceeding \$3,000 a year. Where are all the directors coming from? Will it be necessary to impress hod-carriers and street cleaners? The Schoolmaster thinks there are thousands of public-spirited advertising men who can be induced, if properly approached, to step into the breach. And why not? Too many industrials are being "directed" by financiers,—some of them pretty "high." A man ex-pert in selling and advertising would be a distinct addition to such directorates. If a company is incorporated in New Jersey it is required to have at least one director who is a bona-fide resident of New Jersey. Now, let's apply the same principle to the Administration's trust - busting programme, thusly: Every duly incorporated company shall be required to have on its board of directors at least one qualified advertising man! Wouldn't that be a grand and glorious move towards efficiency? And wouldn't it help to compel the corporations really and actually to compete?

Seriously speaking on the directorate problem, the Schoolmaster is told by one corporation president of his being compelled to appear before his board to de fend a certain move designed to broaden his market. The directors, being financial men or law. yers, and not trained in selling problems, had some difficulty in grasping so simple a thought a the necessity of enlarging a seling outlet. Because goods are manufactured, they are not necessarily sold. Until the factory out put is actually sold, it is a liability When goods are manufactured the battle is only just begun. The big half of industrial management is to get the goods into which will show a profit on the balance sheet. Very obvious to business men but not so obvious to the average directorate, as winness the many advertising plans that have gone down to defeat before the final court of authority. pro

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The Schoolmaster hears that Secretary Florea, of the A. A. C. of A., has received a check for \$500 from Doubleday, Page & Co. as first payment of profits on the Cherington book. More is to fellow. This book is believed to have had a larger actual sale than any business book published in recent years. The ability of the ad clubs to finance their on projects successfully is an encouraging sign. At the Toront convention, the chairman of the educational committee expects to the able to turn over to his sec be able to turn over to his successor not merely records and intangible things, but also a very tangible and substantial bank account. This commends itself to the Schoolmaster as a much preferable plan in ad club cond than a continual passing of the

Advertising may get an indired boost from the Governmen' prosecution of the Associated Press. The publicity which will be given the enormous expense of ster's

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as an eyeopener. The biggest value the public gets in any field of merchandising today is the penny it pays for its morning or evening paper. How many people stop to think about the manufacg compelled poard to de designed to turing cost of a newspaper? How The direcmany realize the very real obliganen or lawtion they are under to the advertisin selling er for footing the deficit? How difficulty in many have any idea what they thought as would have to pay for a daily ging a sellpaper if it contained no advergoods are The Associated Press tising? not necesprosecution, under the Sherman Anti-Trust Law is likely to turn actory outa liability. up some facts and figures which actured the will amaze the average man in the gun. The street who has come to take his managepenny paper as a matter of course. oods into The more he learns about the at prices tremendous costs of producing a fit on the newspaper, the more he will apprebvious to ciate the advertiser for the true o obvious benefactor that he is.

producing a daily paper will serve

This advertising-stamp collecting fad, which is threatening to cross the ocean and deluge us with

# Do you wish to develop your English, Continental and Colonial Trade?

American, age 38, with many years' experience as Managing Director of Anglo-American company of world-wide reputation manufacturing and selling in above countries, would like to hear from company wishing to develop foreign trade. Is thoroughly familiar with trade conditions and foreign advertising, is financially responsible and prepared to operate in a large Address "DE-VELOP," Box 151, PRINT-ERS' INK.



# The Little Schoolmaster's Classroom

WHY aren't there more advertising men on the boards of directors of the various industrial corporations? Barkis is willing. Down in Wall street, they are getting all worked up over a possible "corner in directors" as a result of the Government's move against interlocking directorates. Theodore H. Price figures that there are 327,-000 incorporated enterprises in this country and if we allow an average of five directors each, there are jobs awaiting 1,635,000 individuals, — always providing the same man is not allowed to sit on more than one board.

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president of his being compelled to appear before his board to defend a certain move designed to broaden his market. The directors, being financial men or law-yers, and not trained in selling problems, had some difficulty in grasping so simple a thought as the necessity of enlarging a sell-ing outlet. Because goods are manufactured, they are not necessarily sold. Until the factory output is actually sold, it is a liability. When goods are manufactured the battle is only just begun. The big half of industrial manage-ment is to get the goods into the hands of consumers at prices which will show a profit on the balance sheet. Very obvious to business men but not so obvious to the average directorate, as witness the many advertising plans that have gone down to defeat before the final court of authority. \* \* \*

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producing a daily paper will serve as an eyeopener. value the public gets in any field of merchandising today is the penny it pays for its morning or evening paper. How many people stop to think about the manufacturing cost of a newspaper? How many realize the very real obligation they are under to the advertiser for footing the deficit? How many have any idea what they would have to pay for a daily paper if it contained no adver-tising? The Associated Press prosecution, under the Sherman Anti-Trust Law is likely to turn up some facts and figures which will amaze the average man in the street who has come to take his penny paper as a matter of course. The more he learns about the tremendous costs of producing a newspaper, the more he will appreciate the advertiser for the true benefactor that he is.

This advertising-stamp collecting fad, which is threatening to cross the ocean and deluge us with

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albums and such-like, strikes a reminiscent chord. Up in the Schoolmaster's attic is a scrap book, in the neighborhood of thirty years old, filled with "ad-vertising cards," not "standing cards" as the term is used today, but, picture cards gotten up promiscuous distribution among the collectors of those days. Memory records but a few of the national advertisers who issued them—Warner's Safe Cure, Hoyt's German Cologne, White Sewing Machines, and a brand of Baltimore Oysters were some of the products featured-but sober judgment reflects that the card craze was a fine thing for printer and lithographer and not a very good proposition for the advertiser. In the Schoolmaster's humble opinion, the stamp craze will amount to about the same thing if it ever amounts to anything in this country.

It is a curious fact that along towards the end of the picture card era, somebody syndicated a set of cards caricaturing the card collectors. It was quite the fashion to issue the cards in sets, under the impression that collectors would strive to secure the whole series and thereby receive an in-delible impression of the merits of the goods, and this particular set of caricatures featured the man "who wants just a few for his little girl," the lady who "needed one more to finish the set," and so on. Whatever advertising value there was had been quickly dissipated, and the craze died of sheer starvation. The stamp fad has been hailed in some quarters as a new and valuable advertising medium. It certainly isn't new, and there is room for grave doubts as to its value.

#### To Show that Goods Are Moving

A manufacturer of leather belting, with stores in twelve principal cities, is using photographs of stockrooms in his technical advertisements to help prove his facilities for prompt shipments. In a recent ad a picture of the stock carried in the Pittsburgh store is shown, the headline being, "Stocks Like This in Twelve Cities Await Your Orders."

#### Judges Pick Best Definition of Advertising

"Advertising is a method of educ-tion with the object in view of infa-encing people to act favorably toward the purchase of a certain designant commodity."

This was the definition of advertis-

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This was the definition of adverising chosen by two of the committee of three judges to which the definition prepared by the class in advertising a the University of Iowa were submitted. The third judge picked the following. "Advertising is that commercial fore which makes use of persuasion, sugestion and argument in printed or illustrated form in its attempt to cause those at whom it is directed to act in the manner desired."

The judges were T. W. LeOnanger and the committee of the committee

the manner desired. The judges were T. W. LeQuate treasurer of the Associated Advertising Clubs of America and advertising masser of Successful Farming; C. C. Cessan, president of the Davenport & Club and advertising manager is Harned & Von Maur; and B. F. Williams, a member of the educational committee of the Associated Advertising Clubs of America and president of the Capital City Commercial College.

One of the judges suggested that two of the definitions might be combined into the following: "Advertising is a method of education with the object in

method of education with the object in view of influencing people to act in the manner desired."

Each of the thirty members of the class was asked by the instructor to learn one of these three definitions for the semester examinations.

#### Jaeger with Pioneer Suspender Company

L. D. Jaeger, until recently adverting manager of the Standard Varnish Works, Chicago, III., has become advertising manager of the Pioneer Supender Company. Philadelphia, manufacturer of "Brighton" garters and suspenders.

### Death of Benjamin Funk

Benjamin F. Funk, vice-president of Funk & Wagnalls Publishing Company, New York, died suddenly in a gymu-sium on February 2. Mr. Funk was 64 years old and death was due to heart failure.

#### Ridenour Leaves Lord & Thomas

John S. Ridenour, a member of the Lord & Thomas copy staff for the past two years, is now associated with the Street Railways Advertising Company, in the Minneapolis and St. Paul fields

On February 2 the Boston Globs, which for a long time has been a two-cent newspaper, reduced its price to one cent.

## Classified Advertisements

ADVERTISING AGENTS

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A LBERT FRAME & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in THE BLACK DIAMOBIA, for twenty-five years the coal trade's leading Journal. 28 liroadway, New York; Manhattan Building, Chicago.

COPY WRITERS

LETTERS, booklets, etc., that bring results—that's the kind we write. Forceful, effective work. Low Rates. Send requirements. AD. WIDDER, 151 Broadway, Brooklyn, N. Y.

HELP WANTED

WANTED — Advertising Representatives in New York, Chicago, Philadelphia and other centers for Pacific Coast Motion Picture Trade Journal. Immediare application necessary. Box AA-539, care of Printers' Ink.

A DVERTISING NOVELTY SALESMAN wanted, in any city of 25,000 population or over, not already assigned, who can sulf fast-seling table, toilet and smoking specialities, in silver or copper deposit on glass and china. Right man can get exclusive local selling rights, Adrees Advertising Novelty Dept. ELECTRO-LTIIC ART METAL COMPANY, 303 Fifth Avenue, New York.

Copy Man

with enough art ability to make layouts and dummies. An experienced man can make good connection with a Philadelphia agency. Give full derails in confidential letter, staring salary expected. Box AA-535, care of Printers' Ink.

ARTISTS AND IDEA MEN

Luge well known firm starting new advertising service department is willing to pay well for the assistance of some irrst-class arrists—also copy and id-a men who have ability in their line. Work is very interestine. How AA-549, care of Printers' link.

WANTED, not later March 1st, executive experienced in finance, management, detail, etc.; strong personality, capable taking full charge business end leading agency Canadian West; bright future right man; state salary, age, experience, etc. P. O. Box 1584 Victoria, B. C.

Technically Trained Copy-Writer Wanted

A large publishing company of New York wants a copy-writer for its Service Department. He must be a young man (Chinistan); he must be able to meet men and leave a good impression. His letter of application will determine whether he can write the copy that "gets across" 'S end samples of work and relerences. This position means permanency and promotion. PUBLISHER, BOX 517-2, care of Printers' Ink.

Copy Writer Wanted by New York Agency

Good position with excellent future for man with ability and experience in the preparation of copy for house organs, magazine and newspaper advertisements and direct literature. Prefer man with training that will especially fit him to produce interesting, human interest articles for house organs in varied lines. Give experience and references fully in first letter and mention salary desired; also submit samples. Box AA-538; care of Printers' Ink.

MISCELLANEOUS

Advertising Chewing Gum

Makes fetching little ad—novel—your ad on every stick. Gum the finest, guaranteed under Pure Food Act. We manufacture all flavors. Salesmen get "in" quick with this ad-gift. Just the thing for conventions, etc. Write today for samples and prices. HELLMET GUM FACTORY, "Ad Dept.," Cincinnati.

POSITIONS WANTED

THOROUGHLY seasoned advertising man wants position in manufacturing firm or copy department of agency. Box AA-544, care of Printers' Ink.

A MBITIOUS, original young man-writes
live interesting copy; understands
printing, engraving, layouts, etc.; two years'
experience; moderate salary; desires position with future. Box AA-546, Printers' lnk.

TEXTILE COPY BY TEXTILE MAN—
Woolen Overseer with advertising training
wishes to prepare and submit free samples of
advertising copy along textile lines. Send data
to Box 19, Hanover, Ill.

A POWERFUL SOLICITOR

17 years' successful soliciting for technical journals, trade paners, national magazines. Constructive developer now making good, but wants big opportunity. Box AA-540, care Printers' Ink. CIRCULATION or BUSINESS MANAGER.
Position wanted by thoroughly competent
man, nine years circulation manager in cities
of 100,000 to 650,000. Excellent references.
RAY WILLIAMS, 32 Alexander Street, Newark, N. J.

#### SOME MAIL ORDER OR PUB-LISHING CONCERN NEEDS ME

Have 18 years' printing house experience buy ing, selling, manufacturing; can estimate costs; good correspondent. Salary \$3000. High credentials. Executive, Box Z-823, Printers' Ink.

#### SPACE BUYER

of exceptional ability — fifteen years' agency ex-perience — one who knows what's behind the rate cards, seeks connection with national advertiser placing business direct or with large agency. References. Address T. C. K., Box AA-852, care of Printers' Ink.

ACTIVE young man, experienced advertising solicitor, salesman, office man, store manager, wants a position as copy writer in agency, or combination service man and solicitor for publisher. No actual copy experience aside from correspondence school training, but will "prove up" on advertiser's own proposition. 28 and married. Box AA-553, care of Printers' Ink.

A DVERTISING MAN—Experienced solicitor and manager, eight years in New York City and Eastern territory, including New England, wide favorable acquaintance; also familiar with Western territory; keen, analytical, constructive worker, seeks engagement on well rated general or class publication. Opportunity rather than salary a consideration. Highest endorsements. Box AA-541, care Printers' Ink.

#### Circulation Manager

Expert circulation builder and business mana-ger desires similar executive position on New York, Philadelphia, Boston or Chicago Daily, Has created great circulations for financially rias created great circulations for financially successful newspapers. Interview, with satisfactory references is desired with newsnaper proprietors. Address Opportunity, Box A A-536, care of Printers' Ink, 12 W. 3lst St., New York.

MR. PUBLISHER:-

#### YOUR SUCCESS DEPENDS UPON YOUR MANAGER

Here is an opportunity to secure an exceptional manager. One of the most experienced and thorough newspaper men the country affords desires to hear from the publisher of a good property. D. B., Box AA 551, Printers' Ink.

#### DO I FIT?

ADVERTISING ASSISTANT-EXPERIENCED COPY WRITER CLASS MAGAZINE PUBLISHER-

original and forceful; executive ability; knowledge of printing and engraving; highly recommended; five years' experience; age 25, married; well-educated. Salary so endary to opportunity and permanency. Box AA-550, Printers' Ink.

To a Philadelphian

who need an advertising manager or assistant: An opportunity is open for you to obtain the An opportunity is open for you to obtain the services of a young married man (30) possessing nearly a decade of years of experience in every avenue of advertising and publicity work. At this very moment my efforts are bringing RESULTS for my present employers—a public service company. I can do the same for you. Will you not let me hear from you? Write Box AA-537, care of Printers' Ink.

### Do You Need a Man to Market Your Merchandise ?

I can: - Organize a sal-s department; picklin wire salesmen; generate enthusiasm in the force; conduct an advertising campaign; one nate selling methods; analyze sales; determined to the sales of the sales. nate selling methous; analyze sales; determined distribution. Twelve years' successful expenses a sales producer and adventises. In present and past employers will speak a enword for me. Box AA-547, care Frinter' let

#### PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BURLAU 106-110 Seventh Avenue, New York Cit, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

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GENERAL PRINTING, CATALOGUE and BOOKLET WORK, — Unusual facilities for large orders—monotype and limitaly nucleon and composing room, junction of large hand composing room, junction of large persons of the control of large persons of the large persons of the large persons of la

THE WINTHROP PRESS, 141 E. 25th St., N.Y.

#### PUBLISHING BUSINESS OPPORTUNITIES

N order to effect a quick sale, owner will sel his special financial monthly for \$16,000.

Gross business averages over \$20,000 for fm
years with corresponding profits. Should be
published in Middle West or West. Harma
DIBBLE COMPANY, 71 West 23rd St., New York.

PUBLICATIONS WANTED

### AGENCY WANTED

Young man of thirty with Proved Busines Getting Ability and good acquaintane in this field desires NKW ENGLAND AGENCY for a well rated Publication group of papers. College Graduate. Ca give satisfactory testimonials of salema-atin ability and changes. Save page ship, ability and character. Seven year in Trade Journalism and still in the game but desiring to enlarge his opportunities. Has been carning a little over \$2,000 a year in commissions soliciting for one trace paper. Address Box AA-543, Printers' lik Pub. Co., 1 Beacon St., Boston.

#### REPRESENTATIVES

### An Office in Pittsburgh

might be profitable if you could find the right party to manage it. I have a fine office is on the best buildings in Pittsburgh. My advertising agency experience and my former position as assistant office manager may help you by your business. Any responsible firm requiring capable management can secure such representation by addressing, F. T., 7136-7 Jankin Arcade Bldg., Pittsburgh, Pa.

#### HONOR ROLL OF

Advertisements under this caption are accepted from publishers who have sent PRINTERS' lux a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on tile and will be shown to any advertiser.

#### ALABAMA

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Birmingham, Ledger, dy. Average for 1912,

Phoenix, Gasette. Jan. 1 to Dec. 31, 1913. Daily average circulation 6,410.

#### CALIFORNIA

Les Angeles, Tribune. D'y & S'y av. 12, 59,261. Largest morning circulation in Los Angeles.

#### CONNECTICUT

New Haven, Evening Register, daily. Aver. for 1914 (sworn) 19,236 daily, 2c.; Sunday, 15,680, 5c.

Waterbury, Republican. Examined by A. A. A. regularly. 1913, Daily, 8,666; Sunday, 8,532.

#### ILLINOIS

Jellet, Herald, evening and Sunday morning. Aver. year ending Dec. 31, 1913, 9,591.

Peeria. Buening Star. Circulation for 1912, Daily, 21,591; Sunday, 10,649.

#### INDIANA

South Bend, Tribune. Sworn average Jan. 1914, 13,707. Best in Northern Indiana.

#### IOWA

Surlington, Hawk-Bye. Average 1913, daily, 9,818; Sunday, 10,818. "All paid in advance."

Des Meines, Register and Leader - Tribune, daily average Dec. '13, 80,000; Sunday, 43,000. lowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Washington, But. Journal. Only daily county. 1,978 subscribers. All good people. Only daily in

Waterlee, Evening Courier, 56th year; Av. dy. 1913, 9,281. Waterloo pop., 29,000.

#### KENTUCKY

Louisville, Courier-Journal. daily, 28,066; Sunday, 49,151. Average 1912,

Louisville, The Times, evening daily, average for 1912 net paid 49.632.

#### LOUISIANA

New Orleans, Item, 6 mos. sworn st'ment U. S. P.O. d'y & Sun., Apr. 1 to Sept. 31, net cir. 88,901.

#### MATNE

Augusta, Kennebec Journal, daily average 1912, 10,908. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1913, daily 10.810

Portland, Buening Express. Net average for 1913, daily 19,537. Sunday Telegram, 13,002.

#### MARYLAND

Baltimore, News, daily.

Company.

Average 1912 — Sunday, 56,394;
daily, 50,048. For Dec., 1913,
75,494 daily; 59,097 Sunday.

The absolute correctness of the

VAR

latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Com-pany who will pay one hun-dred dollars to the first person who successfully controverts its accuracy

#### MASSACHUSETTS



Average circulation. Daily (2 cents a copy) 1912, 190,149.

Sunday

1912, 322.915 Advertising Totals: 1912, 8,642,611 lines

Gain, 1911, 266,450 lines

1.724.621 lines more than any other Boston paper published

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, Brening Transcript (66). Boston's tea table paper. Largest amount of week day ad.

Lynn, Ruening Item. Daily sworn av. 1911, 16.987; 1912, 18,838; 1913, 18,878. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, Brewing News. Actual daily average for 1912, 19,198.

Worcester, Gasette, evening. Av. Jan. to Dec., '12, 28,367. The "Home" paper. Larg'st ev'g circ.

#### MICHIGAN

Detroit, Mickigum Farmer. Michigan's only farm weekly. Average circulation 1913, 81,281

#### MINNESOTA



The absolute accuracy of Farm. Stock & Home's circulating rating ts guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern lowa. Use it to reach this section most profitably.

Minneapolis. Farm, Stock and Home, semi-Actual average for year ending Dec. monthly 31, 1012, 105.250.



Minneapolis, Tribuns, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily, Average net paid circulation for 1913, daily Tribune, 106,763; Sunday Tribune, 189,163.

#### MISSOURI

St. Louis, National Farmer and Stock Grower, Actual average for 1912, 123,488.

#### NEW JERSEY

Camden, Daily Courier. Daily average Oct. 1st, 1913, to Dec. 31, 1913, 11,010.

Camden, Post-Telegram. 11,392 daily average 1013. Camden's oldest daily.

Trenton, Times. Only evening and Sunday. '10, 19,238; '11, 30,115 '12-31,989.

#### NEW YORK

Buffalo, Courser, morn. Ave., 1912, Sunday, 99,692; daily, 84,498; Enquirer, evening, 37,133.

Buffalo, Evening News. Daily average, ten months, 1913, 103, 215.

Gloversville and Johnstown, M. T. The Morning Herald. Daily average for 1912, 6,789.

Schenectady, Gasette, daily. A. N. Liccty. Actual Average for 1912, 23,010. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

#### NORTH CAROLINA

Winston-Balem, Daily Sentinel (e) av. Dec., '13 4,890. Semi-Weekly Sentinel, av. Dec., '13, 7,271.

#### OHIO

Cleveland, Plain Dealer. Est. 1841. Actual average for 1913: Daily, 113,497; Sun., 144,054. For Jan., 1914, 110,073 daily; Sunday, 147,828.

#### PENNSYLVANIA



Erie, Times, daily. Av. cir. 1st 6 mos. 1913, 23,685; 23,385 av., Jan., 1914. A larger guaranteed paid circulation than all other Erie papers combined. E.



on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1912, 87,323; the Sunday Press, 178,888.

Washington, Referter and Observer, circulation average 1912, 13,060.



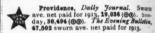
West Chester. Local Res., daily, W. H. Hodgson. Aver for 1913, 18,188. In its 42nd year, independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, Times-Leader, eve. net, sworn, average 1st 6 mos. 1913, 19,124.

York, Dispatch and Daily. Average for 1913. 19,137. Covers its territory.

#### RHODE ISLAND

Pawtucket, Evening Times. Average circula. tion for 1913, 21,628-sworn



Westerly, Daily San, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1913, 840.

#### SOUTH CAROLINA

Charleston, Evening Post. Evening. Actual daily average 1912, 8,599.



Columbia, State. Actual average for twelve months ending Dec. 31, 1913, daily 19,149; Sunday, 18,525. March, 1913, average, daily, 20,450; Sunday, 20,180.

#### VIRGINIA

Danville, 73s Bes (eve.) Aver. Dec., 1913, 8,706. Jan., 1914, average, 8,790.

#### WASHINGTON



20.595

to the advertiser.

Seattle, The Seattle Times (00) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1012 cir. of 68,152 daily, 84,544 Sunday, rare quality. It is a gold mark paper quality. It is a gold of the first degree. Quality and quantity circulation means great productive value to the advertiser. The Times in 1911 beat its

nearest competitor by over two million lines in advertising carried. Tacoma, Ledger. Average year 1912, daily and Sunday, 21,347.

Tacoma, News. Average for year 1012,

### WISCONSIN

Fond Du Lac. Daily Commonwealth. Average year ending Dec. 31, 1912, 4,063. Established over 40 years ago.

Janesville, Gasette. Daily average, Dec., 1913, daily 6,640; semi-weekly, 1,439.

Racine (Wis.) Journal-News. Daily average circu, Jan. 1st to Dec. 31st 1913, 8,832.

#### ONTARIO, CAN.

Fort William, farthest West city in Ontario. Times Journal, daily average, 1912, 4.132.

#### SASKATCHEWAN, CANADA

Regina, The Leader. Average, 1st 3 mos. 13, 1,208. Largest circulation in Saskatchewan

# Want-Ad Mediums

#### CONNECTICUT

NEW Haven Register. Leading want ad medi-

THE Chicago Examiner with over half a mil-lion bunday cir. and over 240,000 daily cir. brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"N BARLY everybody who reads the English language in, around or about Chicago, reads The Daily News," says the Post-office Review, and that's why The Daily News is Chicago's "want ad" directory.

THE Evening Express and Sunday Telegram Carry more Want Ads than all other Portland papers combined.

#### MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



THE Minneapolis Tribans, Daily and Sunday, is the lead-ing want ad medium of the great

ing want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 110,179 more inthan its nearest competitor. Rates: I Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge. tions for the one charge.

THE Buffalo Rvening News is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

#### PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

#### UTAR

THE Salt Lake Tribume—Get results—Want Ad Medium for Utah, Idaho and Nevada.

# O) Gold Mark Papers (OC

#### TLT.INGIS

Babers' Helper ( 100), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (66). Actual average circulation for 1912-13, 17,286.

#### MASSACHUSETTS

Boston, American Wool and Cotton Reserter. Recognized organ of the cotton and woolen industries of America (186).

Boston Buening Transcript (@@), established 1830. The only gold mark daily in Boston.

Worcester L'Opinion Publique (36). Only French daily among 75,000 French population.

#### MINNESOTA

The Minneapolis Journal (1906). Only Gold Mark Paper in Minneapolis. The cleanest meropolitan advertising in America. Carries more advertising than any paper in the Northwest.

#### NEW TORK

Brooklyn Eagle (@@) is THE advertising medium of Brooklyn.

Dry Goods Economist (100), the recognized authority of the Dry Goods and Department Store trade.

Hardware Dealers' Magazine (@@). Specimen copy mailed on request. 283 Broadway, N. Y

New York Herald (30). Whoever mentions America's leading newspapers mentions the New York Heraid first.

Scientific American (60) has the largest circulation of any technical paper in the world.

New York Tribune (@@), daily and Sunday. Daily, now one cent-the best for the least.

The Press ( ) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1912, sworn net average, Daily, 87,223. Sunday, 178,858.

### THE PITTSBURG (99) DISPATCH (99)

The newspaper that judicious advertisers The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

#### REODE ISLAND

Providence Journal ( ), only morning paper among 600,000 people. "The R. I. Bible."

#### TENNESSEE

The Memphis Commercial-Appeal (@@) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial-Appeal passes both quality and quantity tests. Daily, over \$6,000; Sunday, over 87,000; weekly, over 96,000.

The Seattle Times (80) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

#### WISCONSIN

The Milwaukee Essining Wisconsin (100), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

Local Rose, on. Aver. for is 42nd year. Chester Co., eld. Devoted ce is a home nty is se net, sworn,

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# The Magic Flight of Thought

AGES ago, Thor, the champion of the Scandinavian gods, invaded Jotunheim, the land of the giants, and was challenged to feats of skill by Loki, the king.

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Thor matched Thialfi, the swiftest of mortals, against Hugi in a footrace. Thrice they swept over the course, but each time Thialfi was hopelessly defeated by Loki's runner.

Loki confessed to Thor afterward that he had deceived the god by enchantments, saying, "Hugi was my thought, and what speed can ever equal his?"

But the flight of thought is no longer a magic power of mythical beings, for the Bell Telephone has made it a common daily experience.

Over the telephone, the spoken thought is transmitted instantly, directly where we send it, outdistancing every other means for the carrying of messages.

In the Bell System, the telephone lines reach throughout the country, and the thoughts of the people are carried with lightning speed in all directions, one mile, a hundred, or two thousand miles away.

And because the Bell System so adequately serves the practical needs of the people, the magic of thought's swift flight occurs 25,000,000 times every twenty-four hours.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY

AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service



# Do You Know Vanity Fair?

ONCE, long ago, people had leisure enough to read separate magazines of the Stage, and of Art, and of Outdoor Sport, and of Humor, and of Literature—and so on, ad infinitum!

Nowadays, when nobody has time for anything like that, you will find that Vanity Fair is six magazines in one—

It is a review of everything new and good on the Stage, and in Music and the Opera;

It is an illustrated newspaper of amateur Sport, including Golf, Tennis, Polo, Racing, Yachting, Football;

Also a timely review of the tendencies in Literature, and in the fiction of the day; A journal of the best in Art, giving much space to the work of our younger

A Fashion magazine presenting the best Paris and New York styles;

Above all else, Vanity Fair is a cheerful magazine, presenting the tendencies of American life good-naturedly and entertainingly.

Read the February issue—if you haven't a copy we will send it, and the numbers that will follow. Then you can see for yourself why Vanity Fair's circulation is moving ahead so rapidly.

April Forms Close March 1st Advertising Manager
449 Fourth Avenue, New York City